



PLANETWISE PRODUCTS ANNOUNCES NEW ADDITION
TO THE LINE OF COZY 'N FRESH™ -
PINE PELLET BEDDING FORMULATED WITH ACTIVATED WOOD CARBON

May 27, 2003—PINE BLUFF, AR --- PlanetWise Products announced today the debut of their newest, pet care product, Cozy 'n Fresh™ - Pine Pellet bedding formulated with activated wood carbon for use with small animals, reptiles and birds.

The Company utilizes its revolutionary, formulated technology to offer a clean and safe environment for your small pet. Our premium compressed pine product offers superior moisture and odor control in the cage or litter box of the small animal or bird. This technology uses a natural by-product of the lumber industry, Southern Pine. We start with kiln dried, sterile pine that has the aromatic hydrocarbons and oils removed for cleanliness and safety. We pelletize the product with activated wood carbon for maximum performance and long lasting odor control. Because of the superior absorbency of Cozy 'n Fresh™ it will not stick to the bottom of the cage or the fur or feet of the pet. This will naturally inhibit all bacteria and mold growth, so the home of the furry friend will be dry with a clean, fresh scent. The compressed pine pellets are compact, creating ease of use for you, along with a great value. Cozy 'n Fresh™ is free of chemical additives, non-tracking, non-toxic and completely safe for all pets and people, even if ingested.

The Cozy 'n Fresh™ pine pellets are packaged in a twenty pound bag, offering a great value. We also offer a three pound bag of the crumbled pine pellets for smaller animals such as hamsters, mice and birds. Cozy 'n Fresh™ is environmentally friendly and can be disposed of in the compost pile, used as mulch in the garden or simply flushed away.

PlanetWise Products develops innovative and alternative products – *Caring for your Pet and Our Planet* for generations to come. Planetwise Products owns and operates the largest facility, in the southern US, designed to produce and package pelleted pine litter and bedding products. We also offer Feline Fresh™, a premium cat litter product and Equine Fresh™, pine bedding for the horse stall. To learn more about the product or other PlanetWise Products contact Cindee Kohagen at (800) 480-6631 or visit the website at www.cozynfresh.com.

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