



PLANETWISE PRODUCTS ANNOUNCES NEW PRODUCT EQUINE FRESH™ - PINE PELLET HORSE BEDDING

June 17, 2003 --- PINE BLUFF, AR --- PlanetWise Products announced today the debut of their first equine product – Equine Fresh™ pine pellet horse bedding!

The company's technology utilizes a natural by-product of the lumber industry, Southern Pine, which is environmentally friendly, 100% all natural pine. The product is pelletized for maximum performance. Equine Fresh™ provides a comfortable sterile bedding layer, while neutralizing odor and absorbing moisture on contact. Equine Fresh™ will save time, storage space and money. It naturally inhibits bacteria and mold growth and leaves the stall clean, dry and odor free. There will also be a reduction in the volume of waste materials generated – up to 50%, creating a higher quality compost product. Equine Fresh™ lasts much longer in the stall so that there is more time to be enjoyed with the horse.

Cindee Kohagen, Director of Sales and Marketing said, "The horse owner has been looking for alternatives to shavings, especially with the past wet weather. Our product testing has proven that Equine Fresh™ delivers everything it promises, cutting the stall cleaning time in more than half. We are very excited with this product launch".

Equine Fresh™ comes packaged in a 40# bag. The consumer will start with a depth of approximately 3" of pellets on the stall floor, which equates to one pound per square foot. Then they lightly moisten the pellets with a fine mist of water. This will allow the top layer to absorb and expand providing a fluffy layer for the comfort of the horse and effective moisture control throughout the bedding. They will add one to two bags per week to maintain a dry and odor free environment. Entire stall stripping will be extended considerably and may only be needed after several months.

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. To learn more about our products contact Cindee Kohagen at (800) 480-6631 or visit the Equine Fresh™ website at www.equinefresh.com.

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