

PLANETWISE PRODUCTS AWARDED PATENT FOR SCOOPABLE FELINE FRESH™

December 20, 2006--PINE BLUFF, AR --- PlanetWise Products Inc. announces the issuance of a patent for the Scoopable Feline Fresh™ clumping pine cat litter. This patent number 7,124,710 B2 covers North America and is enforceable until October 2026.

PlanetWise Products launched this super absorbent, clumping pine cat litter earlier in 2004. It is made from Southern Yellow Pine, which is completely clean, sterile and dust free. Scoopable Feline Fresh absorbs moisture, neutralizes odor and forms a firm clump that can easily be scooped out. The product is lightweight, has a higher yield than traditional clumping cat litter and the biodegradable clumps can be safely flushed down the toilet. Like the original Feline Fresh™ pine pellet cat litter, this naturally inhibits bacteria growth and leaves the litter box clean, with a fresh scent. It is free of silica dust, non-toxic and completely safe for all pets and people, even if ingested.

Bill Weaver, PlanetWise President commented, “We are honored to be awarded a patent for the technology we developed in the formulation of Scoopable Feline Fresh. The patent now protects our technology, which we feel will have a tremendous impact on the litter industry, due to the superior performance of the clumping technology.”

About PlanetWise Products Inc.

PlanetWise Products develops innovative and alternative products – *Caring for your Pet and Our Planet* for generations to come. Planetwise Products owns and operates one of the largest facilities, in the southern US, designed to produce and package pelleted pine litter and bedding products. Contact Cindee Kohagen at (800) 480-6631 or visit the PlanetWise Products website at www.planetwiseproducts.com for more information.

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NOTE TO EDITORS: Product available for demo. Contact Cindee Kohagen at 800-480-6631 for all interviews, product and photography requests