



PLANETWISE PRODUCTS ANNOUNCES NEW SIZE OF FELINE FRESH™ - NATURAL PINE CAT LITTER

JUNE 12, 2003 ---PINE BLUFF, AR --- PlanetWise Products announced today the debut of their newest addition to the Feline Fresh™ cat litter line – an economical 40# bag!

Feline Fresh™ will absorb four times more moisture than traditional litters, delivering instant odor control to the litter box. Feline Fresh™ naturally inhibits bacteria growth and leaves the litter box with a clean, fresh scent. The premium pine pellets are compact, creating ease of use for both you and your cat. Feline Fresh™ is free of silica dust, non-tracking, 100% pure pine, non-toxic and completely safe for all pets and people, even if ingested. Feline Fresh™ is also environmentally friendly, as it can be disposed of in the compost pile, used as mulch in the garden or simply flush the scoops away. The 40# bag will fill a jumbo size litter pan 6 times, each fill lasting two weeks, and will retail for under \$20.00.

Cindee Kohagen, Director of Sales and Marketing said, “Our customers have been asking for a larger bag and we delivered quickly. This size is great for multiple cat households and is very economical.

There are now four sizes of Feline Fresh™ – 3 ½#, 7#, 20# and 40# bags. The 3 ½-pound bag will last two weeks in a small litter box and makes a great trial or travel size use. This size is perfect for litter introduction and turn over or for a new kitten at home. Feline Fresh™ is much more economical, pound for pound, than traditional clay and clumping litters.

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. To learn more about the product or PlanetWise Products contact Cindee Kohagen at (800) 480-6631 or visit the Feline Fresh™ website at www.felinefresh.com.

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