

PLANETWISE PRODUCTS RECEIVES 2007 'FAVORITE CAT LITTER'  
INDUSTRY AWARD FOR SCOOPABLE FELINE FRESH™ CAT LITTER

PINE BLUFF, AR --- PlanetWise Products Inc. announced today that their product Scoopable Feline Fresh™ pine cat litter was voted 2007 Favorite Car Litter by pet retailers nationwide. Pet Business Magazine, a top pet industry publication, announced the honor in the October issue of the magazine.

Cindee Kohagen, PlanetWise Products Director of Sales and Marketing commented, "We are honored to be selected as the retailers favorite cat litter for Scoopable Feline Fresh. We partner with the retailer with marketing programs to ensure sell through and we train the store employees on the product. Our distribution has gained steadily throughout the year and we thank all of the retailers that carry our products."

PlanetWise Products launched this patented, super absorbent, clumping pine cat litter 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.

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](http://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