



PLANETWISE PRODUCTS ANNOUNCES NEW PRODUCT LAUNCH AVIAN FRESH™ - IDEAL LITTER FOR ALL BIRDS

PINE BLUFF, AR --- PlanetWise Products announced today the debut of their newest, pet care product, Avian Fresh™ - Natural Pine Bird Litter.

The Company utilizes its revolutionary, formulated technology to offer a clean and safe environment for your birds. Our premium compressed pine product offers superior moisture and odor control in the bottom of the cage. This technology uses a natural by-product of the lumber industry, Southern Yellow Pine. We start with kiln dried, sterile, pine that has the aromatic hydrocarbons and oils removed for cleanliness and safety. We pelletize the product for maximum performance, and then crumble it to allow for extra absorbency.

Avian Fresh™ has superior absorbency and it will not stick or cake to the bottom of the cage. The density of the product will not scatter when your bird flaps its wings. It will naturally inhibit all bacteria and mold growth, and will remain dry with a clean, fresh scent. The crumbled pine pellets are compact, creating ease of use for you, along with a great value. Avian Fresh™ is free of chemical additives, non-toxic and completely safe for all pets and people, even if ingested.

The six pound bag of Avian Fresh is packaged in a gusseted stand up pouch with a resealable zipper. Avian 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.

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.