

FOR IMMEDIATE RELEASE

Media Contact:

Jeanie Ryan
Jeanie@MicroArts.com
603-235-5266



WORLD'S BEST CAT LITTER™

Blog Contact:

Drew Schulthess
DrewWBCL@gmail.com
603-770-3275

WORLD'S BEST CAT LITTER™ ANNOUNCES FALL 2009 LAUNCH OF NEW LOGO, PACKAGING, PRODUCT NAMES AND WEB SITE

The New Look Reinforces the Litter's High-Performance Odor Control, Clumping and Natural Attributes

MUSCATINE, IA – June 15, 2009 – WORLD'S BEST CAT LITTER™ – the whole-kernel corn litter known for its high performance, odor control, compact clumping and all-natural attributes – announces the "Fall 2009 Launch" of its new logo, packaging, web site, product line names, advertising and communications campaigns. The new, graphically-bold package features striking, cat face designs and states: "100% Natural, 110% Performance.™" Formerly called "Original Formula" and "Extra Strength Multiple Cat Formula," the litters will soon be available as newly named "Clumping Formula" and "Multiple Cat Clumping Formula." (The actual formulas for this all-natural cat litter remain the same, using the patented, scientifically proven process and naturally microporous whole-kernel corn and all-natural ingredients for which the litter is known; only the names are changing.) With the combination of an advanced scientific process and all natural ingredients, WORLD'S BEST CAT LITTER™ provides advanced odor control and easy clean-up through instant clumping, without the use of chemicals or perfumes. WORLD'S BEST CAT LITTER™ is available at pet specialty stores (PetSmart and PETCO), independent pet stores and select grocery stores nationwide. [For information about WORLD'S BEST CAT LITTER™, please go to: www.worldsbestcatlitter.com.]

The High-Performing, Safe Cat Litter: Odor Control, Clumping, All Natural & More

WORLD'S BEST CAT LITTER™ is a natural "scoopable," long-lasting litter that provides easy litter box maintenance and clean-up for those seeking powerful odor control and instant clumping, as well as a safe, eco-friendly choice for their pets, families and homes. Also, for those with allergies or sensitivities, the whole-kernel corn and plant ingredients in WORLD'S BEST CAT LITTER™ have no synthetic chemicals, clays, silica dust or perfumes.

"We have worked hard to deliver the triple-win for cat owners to like their litter, love their cat and respect the planet," says Director of Sales and Marketing, GPC Pet Products, Paul Zobel. "In conducting user research with WORLD'S BEST CAT LITTER™ with a third-party research group and in our labs, we tested the competition and have concluded there is no other product on the market that controls odor and clumps as well as WORLD'S BEST CAT LITTER™. Therefore, in this confusing market, we want to make sure our packaging and brand strongly reflect our litters' high performance and unsurpassed odor control that today's cat owners demand."

Product Features and Benefits

WORLD'S BEST CAT LITTER™ is a "scoopable," long-lasting litter that provides easy litter box maintenance and cleanup for those seeking powerful odor control, as well as a safe, eco-friendly choice for their pets, families and homes.

"I have been recommending WORLD'S BEST CAT LITTER™ for many years to my clients," says Ruth MacPete, D.V.M. "When choosing a litter, cat owners should pick a litter that has excellent odor control and is easy to clean up. WORLD'S BEST CAT LITTER™ provides all this in a scoopable, long-lasting litter that is also pet, people and planet friendly."

The new packaging showcases the following benefits:

- **Ends odor the best.** WORLD'S BEST CAT LITTER™ is the only litter made from whole-kernel corn. That means it has a naturally microporous structure that traps ammonia odor in every clump.
- **Clumps the quickest.** The naturally absorbent whole-kernel corn in WORLD'S BEST CAT LITTER™ clumps moisture on contact with no seeping, sinking to the bottom or sticking to the sides of the box.

-more-

- **Scoops the easiest.** Because it clumps fast and forms compact clumps, WORLD'S BEST CAT LITTER™ is easier to scoop. So cleanup is easy and convenient.
- **Lasts the longest.** Clumping on contact keeps the rest of the litter dry. Testing shows that, as a result, one bag of WORLD'S BEST CAT LITTER™ can last up to two or three times longer than other clumping litters, saving time and money.
- **Pet and people safe.** Because WORLD'S BEST CAT LITTER™ is made from all-natural ingredients with no added chemicals it's safe for cats and cat owners alike—even those with allergies or sensitivities. There are no toxins in case it is ingested. And unlike clay litters, there's no silica dust for humans or cats to breathe.
- **Planet friendly.** WORLD'S BEST CAT LITTER™ isn't mined, drilled, or artificially produced. It's milled from renewable whole-kernel corn and is 100% biodegradable. And because it disperses in water, it's also septic-safe and flushable.*

Product Availability

WORLD'S BEST CAT LITTER™ is available at pet specialty stores (PetSmart and PETCO), independent pet stores and select grocery stores nationwide.

- 7-lb., 8-lb, 17-lb. and 34-lb. bags
- Cost: \$7.99 to \$34.99

For information about WORLD'S BEST CAT LITTER™ and where to buy, please go to: www.worldsbestcatlitter.com.

About WORLD'S BEST CAT LITTER™

WORLD'S BEST CAT LITTER™ is a pet, people and planet-friendly cat litter made with whole-kernel corn and other natural ingredients using a patented scientific process that delivers advanced odor control and clumping. Using no synthetic chemicals, clays or perfumes, WORLD'S BEST CAT LITTER™ is biodegradable, flushable*, septic-safe and all natural. WORLD'S BEST CAT LITTER™ is available in pet specialty stores (PetSmart and PETCO), independent pet stores and select grocery stores. WORLD'S BEST CAT LITTER™ is produced by GPC Pet Products, which is headquartered in Muscatine, Iowa. Media Contact: Jeanie Ryan at 603-235-5266 or jeanie@microarts.com. Web site: www.worldsbestcatlitter.com

* The State of California encourages the disposal of cat feces in trash and discourages flushing cat feces in toilets or disposing of them in drains.

#

Media Contact:

Jeanie Ryan
 Jeanie@MicroArts.com
 603-235-5266



WORLD'S BEST CAT LITTER™

Blog Contact:

Drew Schulthess
 DrewWBCL@gmail.com
 603-770-3275

FACT SHEET

WHO: WORLD'S BEST CAT LITTER™, manufactured by GPC Pet Products in Muscatine, Iowa, announces the "Fall 2009 Launch" of its high performance, all natural cat litter. The cat litter will feature a new logo, packaging, web site, product line names, advertising and communications campaigns and will be available in the newly-named "Clumping Formula" and "Multiple Cat Clumping Formula."

WHEN: Fall 2009

WHAT: WORLD'S BEST CAT LITTER™ is created with a unique patented process that forms highly absorbent, microporous granules from whole-kernel corn – instantly trapping urine odor to keep a home fresh, clean and "green." The microporous granules allows for unsurpassed odor control, instant, compact clumps ensuring convenient, easy clean-up – no urine seeps, sinks or sticks to the sides of the litter box. Unlike clay, corn cob, or other cat litters on the market today, WORLD'S BEST CAT LITTER™ clumps on contact making scooping easy and convenient. The cat litter is biodegradable, flushable*, septic safe and carbon neutral.

PRODUCT FEATURES/BENEFITS:

- **Ends odor the best.** WORLD'S BEST CAT LITTER™ is the only litter made from whole-kernel corn. That means it has a naturally microporous structure that traps ammonia odor in every clump.
- **Clumps the quickest.** The naturally absorbent whole-kernel corn in WORLD'S BEST CAT LITTER™ clumps moisture on contact with no seeping, sinking to the bottom or sticking to the sides of the box.
- **Scoops the easiest.** Because it clumps fast and forms compact clumps, WORLD'S BEST CAT LITTER™ is easier to scoop. So cleanup is easy and convenient.
- **Lasts the longest.** Clumping on contact keeps the rest of the litter dry. Testing shows that, as a result, one bag of WORLD'S BEST CAT LITTER™ can last up to two or three times longer than other clumping litters, saving time and money.
- **Pet and people safe.** Because WORLD'S BEST CAT LITTER™ is made from all-natural ingredients with no added chemicals it's safe for cats and cat owners alike—even those with allergies or sensitivities. There are no toxins in case it is ingested. And unlike clay litters, there's no silica dust for humans or cats to breathe.
- **Planet friendly.** WORLD'S BEST CAT LITTER™ isn't mined, drilled, or artificially produced. It's milled from renewable whole-kernel corn and is 100% biodegradable. And because it disperses in water, it's also septic-safe and flushable.*

AVAILABLE:

- Pet specialty stores (PetSmart and Petco), independent pet stores and select grocery stores
- 7-lb., 8-lb, 17-lb. and 34-lb. bags - Cost: \$7.99 to \$34.99

About WORLD'S BEST CAT LITTER™:

WORLD'S BEST CAT LITTER™ is a pet, people and planet-friendly cat litter made with whole-kernel corn and other natural ingredients using a patented scientific process that delivers advanced odor control and clumping. Using no synthetic chemicals, clays or perfumes, WORLD'S BEST CAT LITTER™ is biodegradable, flushable*, septic-safe and all natural. WORLD'S BEST CAT LITTER™ is available in pet specialty stores (PetSmart and PETCO), independent pet stores and select grocery stores. WORLD'S BEST CAT LITTER™ is produced by GPC Pet Products, which is headquartered in Muscatine, Iowa.
 Media Contact: Jeanie Ryan at 603-235-5266 or jeanier@microarts.com. Web site: www.worldsbestcatlitter.com

* The State of California encourages the disposal of cat feces in trash and discourages flushing cat feces in toilets or disposing of them in drains.