



PLANETWISE PRODUCTS ANNOUNCES NEW PRODUCT LAUNCH
COZY 'N FRESH™ - SMALL ANIMAL BEDDING & LITTER

January 2, 2003—PINE BLUFF, AR --- PlanetWise Products announced today the debut of their newest, pet care product, Cozy 'n Fresh™ - Small Animal Bedding and litter!

The Company utilizes its revolutionary, formulated technology to offer a clean and safe environment for your small pet. Our premium compressed pine product offers superior moisture and odor control in the cage or litter box of the small animal or bird. This technology uses a natural by-product of the lumber industry, Southern 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 compress it to allow for extra absorbency and comfort for the animal. Because of the superior absorbency of Cozy 'n Fresh™ it will not stick to the bottom of the cage or the fur or feet of the pet. This will naturally inhibit all bacteria and mold growth, so the home of the furry friend will be dry with a clean, fresh scent. The compressed pine pellets are compact, creating ease of use for you, along with a great value. Cozy 'n Fresh™ is free of chemical additives, non-tracking, 100% pure kiln dried pine, non-toxic and completely safe for all pets and people, even if ingested.

The three-pound bag of Cozy 'n Fresh™ is packaged in a gusseted stand up pouch with a resealable zipper. Cozy 'n 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.

PlanetWise Products develops innovative and alternative products – *Caring for your Pet and Our Planet* for generations to come. Planetwise Products owns and operates the largest facility, in the southern US, designed to produce and package pelleted pine litter and bedding products. We also offer Feline Fresh™, a premium cat litter product. To learn more about the product or other PlanetWise Products contact Cindee Kohagen at (800) 480-6631 or visit the website at www.cozynfresh.com.

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