

FELINE FRESH™ RECEIVES CAT FANCY'S EDITORS' CHOICE AWARD FOR SCOOPABLE FELINE FRESH™

December 1, 2004---PINE BLUFF, AR --- Scoopable Feline Fresh™ clumping pine cat litter received an Editors' Choice Award from Cat Fancy Magazine. This award is given out annually to the top 10 products that improved and made a positive impact on cats' quality of life.

Planetwise Product's launched this super absorbent, clumping pine cat litter earlier in the year. It is made from Southern Yellow Pine, which is completely clean, sterile and dust free. Scoopable Feline Fresh™ will absorb the moisture, neutralize the odor and form 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. Feline Fresh™ is free of silica dust, non-toxic and completely safe for all pets and people, even if ingested.

There are two sizes of the Scoopable Feline Fresh™ – 6# and 17# bags.

Cindee Kohagen, Director of Sales and Marketing said, "We are very honored that the experts at Cat Fancy magazine have chosen our products again as one of this year's innovative products. The consumer support has been overwhelmingly positive for this product launch and we continue to gain distribution throughout the United States."

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 facility, 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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