

Press Release

FOR IMMEDIATE RELEASE

ECO-FRIENDLY, AFFORDABLE PET STEPS NOW AVAILABLE FROM IMPERIAL CAT

Morrilton, AR – April 19, 2010 – Imperial Cat introduces **Step ‘n Play**[™] Pet Steps, a lightweight, affordable, and eco-friendly alternative to expensive, bulky pet steps currently on the market. **Step ‘n Play**[™] Pet Steps are designed for cats, but small dogs, bunnies, and ferrets can enjoy them too!

Although cats are known for their agility, product developer Dan Peacock points out, “As cats age, they begin to lose muscle mass and tone which makes jumping difficult and sometimes painful. **Step ‘n Play**[™] Pet Steps make it easier for older cats to safely reach their favorite spots. And even the most agile cat will enjoy playing hide and seek through the cut out holes at the base of the steps.”

Step ‘n Play[™] Pet Steps assemble in minutes and fold flat for storage. Plus, the Pet Steps weigh less than 2 pounds, making them easy to move throughout the house as needed. **Step ‘n Play**[™] Pet Steps are proudly manufactured in the USA from sturdy, 100% recyclable cardboard (made from a minimum of 30% recycled materials) and will hold up to 25 pounds of weight. The **Step ‘n Play**[™] retails at \$19.95, and can be found at pet stores nationwide.

About Imperial Cat

Imperial Cat has been enhancing cats’ lives since 1986 with a wide selection of cat products that are eco-friendly and made in the USA. For more information, please contact Kristie Hamilton by calling 501-354-8466, email Kristie@imperialcat.com, or visit www.imperialcat.com.

