

PRESS RELEASE

IMPERIAL CAT'S NEW PYRAMID SCRATCH 'N SHAPE OFFERS CATS OVER THREE FEET OF VERTICAL SCRATCHING SURFACES

Morrilton, AR – April 24, 2009 – Imperial Cat, an Arkansas-based cat products manufacturer, is pleased to announce the addition of the Peacock Pyramid to its line of eco-friendly Scratch N' Shapes. The Peacock Pyramid was designed by pet lifestyle expert Sandy Robins and featured in the June 2009 Cat Fancy article "An Irresistible Challenge."

Boasting three feet of vertical scratching surfaces on two sides, and a "kitty tunnel" for horizontal scratching and play, the Peacock Pyramid is the ultimate cat amusement center. The shape's sturdy design will withstand climbing, and is ideal for homes with multiple cats.

The honeycomb surfaces of the Peacock Pyramid are irresistibly scratch-able and its texture is distinct from other household furnishings, so kitty won't be tempted to scratch curtains and furniture.

The Peacock Pyramid includes a bag of Certified Organic Catnip and a bonus cat-shaped scratcher that nests within the Pyramid. The shape will be available in Natural, Paisley, Peacock, or Red Victorian prints. The suggested retail price is \$149.99.

About Imperial Cat Scratch n' Shapes

Scratch n' Shapes are designed to complement the cat owner's décor while offering cats a place to scratch, sleep and play. These innovative scratchers keep cats' claws honed, healthy, and off of their owners' expensive home furnishings. Scratch n' Shapes are made in the USA from 30% recycled materials, and are 100% recyclable.

For more information, please visit www.imperialcat.com, or contact Kristie Hamilton at 501-354-8466.

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