

PRESS RELEASE

IMPERIAL CAT EXPANDS SCRATCH ‘N SHAPES PRODUCT LINE WITH ADDITION OF MULTI-PURPOSE CAT SCRATCHER

Morrilton, AR – February 1st, 2009 – Imperial Cat, an Arkansas-based cat products manufacturer, is pleased to announce the addition of *Fins ‘n Feathers* to its line of eco-friendly Scratch ‘n Shapes. This colorful two-some will delight cats and turn any living space into a tropical kitty paradise.

Fins ‘n Feathers, a two-in-one combo scratcher, conveniently nests together for easy storage or may be quickly pulled apart for placement side by side or for use in multiple rooms throughout the home. The Feathers scratcher offers both horizontal, vertical and “on the back” scratching surfaces as well as a tunnel area for play. Both Fins and Feathers feature a bumpy side designed for rubbing and a perfectly contoured top surface that is ideal for a snooze.

Fins ‘n Feathers includes a bonus marabou feather wand that may be hand-held for interactive play or placed through the surface of the scratcher for independent play. Also includes a bag of Certified Organic Catnip.

The Fins ‘n Feathers will debut at the 2009 Global Pet Expo in Orlando, Florida on February 12th.

Suggested retail price is \$49.95.

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.

(END)