

Press Release

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"GREEN" IS THE NEW ORANGE THIS HALLOWEEN

MORRILTON, AR JUNE 10, 2009: Imperial Cat® has introduced new Scratch N' Shapes® designs in Halloween themes that make being "green" easy, stylish and fun. "Halloween is all about fun, just like our new Halloween Scratch N' Shapes®," says designer Brittany Windham. The four Halloween designs are a Hanging Ghost, a Hanging Monster, a Halloween panoramic-scene Sofa, and a black cat-eyes Sofa. Scratch N' Shapes® are sculpted cat scratchers made from corrugated cardboard in whimsical shapes and colorful designs. Scratch N' Shapes® utilize a minimum 30% recycled content and are 100% recyclable. And since they are made in the U.S., less fuel is used to place them in U.S. markets than imported scratchers. Every Scratch N' Shapes® scratcher includes a package of organic catnip certified by Quality Assurance International, a leading independent organic inspection agency. The Halloween Scratch N' Shapes® retail for \$7.95 for the hanging shapes and \$24.95 for the sofa shapes,

making them an affordable alternative to traditional cat furniture.

The Imperial Cat® line also includes Certified Organic Catnip, Organic Oat Grass Seeds and Kits, and eco-friendly refillable catnip toys. For more information about Imperial Cat products, visit www.imperialcat.com or call 1-800-783-0977.



Scratch N' Shapes® Cat-Eyes Sofa™

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