

PRESS RELEASE

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FOR IMMEDIATE RELEASE

IMPERIAL CAT INTRODUCES SCRATCH N' SHAPES™

Morrilton, AR – May 20, 2008 – Imperial Cat's **Scratch N' Shapes™** scratchers offer cats and their owners the most unique scratching pad designs imaginable.

Scratch N' Shapes™ are available in a variety of shapes, each creatively designed to complement the owners' décor, while providing their cats with an ideal surface for scratching, relaxing, pouncing or playing.

Made in the USA with sturdy, corrugated cardboard, eco-friendly Scratch N' Shapes are 100% recyclable, and include a bag of Certified Organic Catnip— making these scratchers the natural alternative to de-clawing.

Imperial Cat is a Certified Organic processing facility, which produces Organic Catnip, Organic Oat Grass, and corrugated cat scratchers under the Imperial Cat brand name and various private brands. For more information, contact Kristie Hamilton at 1-800-783-0977 or kristie@imperialcat.com.

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