

PRESS RELEASE

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FOR IMMEDIATE RELEASE

IMPERIAL CAT'S NEW LINE OF SCRATCH 'N SHAPES CAT SCRATCHERS ARE CUTE AS A BUG!

Morrilton, AR – February 21st, 2010 – Imperial Cat's latest line of eco-friendly Scratch 'n Shapes cat scratchers, *Cute as a Bug*, will debut at the 2010 Global Pet Expo in Orlando, Florida on March 25th.

The *Cute as a Bug* line features four fresh and adorable designs that are anything but creepy-crawly! Brittany Windham, graphic designer says, "The *Cute as a Bug* designs are cheerful and bright. Customers are going to love them, and so will their cats." Available styles include a Butterfly, a Snail, a Caterpillar, and a Ladybug.

Scratch 'n Shapes offer cats a place to scratch, sleep and play without destroying their owner's expensive home furnishings. Scratch 'n Shapes are made in the USA from 30% recycled materials and are 100% recyclable. Each scratcher includes a bag of Certified Organic Catnip.

About Imperial Cat

Imperial Cat is a manufacturer of high quality, eco-friendly, and natural cat products developed to enhance the lives of cats and their owners. For more information, please visit www.imperialcat.com, or contact Kristie Hamilton at 501-354-8466.

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