

NEWS RELEASE

Kent Pet Group

2905 Hwy 61 North
Muscatine, IA 52761

For further information call
Carol Reynolds 563-264-4532

For Immediate Release

March 12, 2018

Kent Pet Group Acquires FibreCycle™ Recycled-Paper Pet Litters

Maker of World's Best Cat Litter™ extends global reach as leader in high-performance sustainable pet litters

Muscatine, Iowa – [March 12, 2018] – Kent Pet Group, Inc., a subsidiary of Kent Corporation (kentww.com), and the maker of World's Best Cat Litter, has acquired FibreCycle Pty Ltd, an Australian manufacturer of recycled-paper cat litters and small-pet bedding brands, in a move that further concentrates the market leadership of Kent Pet Group for high-performance sustainable litter. This Kent acquisition will add cat litter brands Breeders Choice and BreederCelect and small-animal bedding brand Back-2-Nature into the Kent Pet Group family.

“The acquisition of FibreCycle illustrates Kent Pet Group’s commitment for meeting the increasing demand for using sustainable ingredients for innovative litter products that deliver superior performance,” said Gage Kent, CEO and Chairman for Kent Corporation. “World’s Best Cat Litter is the No.1 selling natural litter in the U.S., and we know customers worldwide want sustainable choices. The addition of FibreCycle delivers this by meeting our high standards for pet, people and planet-friendly products that truly work.”

FibreCycle—an Australian company with distribution in 15 countries—is a pioneer in the sustainable litter and bedding space. FibreCycle operates two manufacturing facilities in Australia and one in the United Kingdom. The company uses proprietary processes to harness the absorbent cellulose in recycled paper and create high-performance litter products.

FibreCycle produces Australia's top-selling Breeders Choice cat litter and offers BreederCelect—a similar litter throughout Europe and Asia. It also produces Back-2-Nature small animal bedding and litter. All FibreCycle products are made from recycled paper with no additives or chemicals.

The acquisition joins pet litter brands that leverage proprietary technologies to enable the absorbent properties of sustainable ingredients. Where FibreCycle harnesses the wood fibers in recycled paper for absorbency and odor control, World's Best Cat Litter is the only litter that uses the concentrated power of corn to deliver a cleaner litter box with less litter.

"Kent Pet Group isn't just committed to using natural ingredients. We are dedicated to finding sciences and technologies that transform those ingredients to deliver products that raise the bar for cat litter. FibreCycle and World's Best Cat Litter deliver on that expectation and we will continue to innovate on both platforms to meet consumer demand," said Mike Eversmeyer, President of Kent Pet Group.

The move to acquire FibreCycle comes at a time when Kent Pet Group, Inc. is nearing completion of a \$17.3 million expansion of its litter-producing plant in Muscatine, Iowa. This expansion project will help Kent Pet Group meet growing global demand for World's Best Cat Litter, the top-selling natural cat litter in the United States.

The acquisition of FibreCycle is consistent with Kent Pet Group's manufacturing operations; capitalizing on highly efficient, small-footprint facilities that are in close proximity to the sustainable ingredients that are used to make its products.

Eversmeyer said Kent Pet Group intends to build the FibreCycle brand presence in existing markets and explore new market opportunities.

About Kent Pet Group:

Kent Pet Group makes pet-care products that combine high-quality natural ingredients with a scientific approach to pet care. Kent Pet Group meets global consumer demand for high-performance, sustainable pet products with World's Best Cat Litter and FibreCycle cat litters and small animal bedding. All Kent Pet Group products use proprietary

technologies to harness the absorbency, clumping and odor control of renewable and sustainable ingredients. Kent Pet Group is headquartered in Muscatine, IA.

Learn more at www.kentpetgroup.com.

About Kent Corporation:

Kent Corporation is a diversified family-owned corporation with subsidiary companies developing science and nutrition-based finished food products, food and beverage ingredients, nutraceutical and personal care applications, animal nutrition and companion animal products. In addition to Kent Pet Group, the subsidiary companies consist of Grain Processing Corporation (GPC), Kent Nutrition Group, headquartered in Muscatine Iowa, and Kent Precision Foods Group, headquartered in St. Louis, Missouri.

Learn more at www.kentww.com

#

Muscatine Journal
news@muscatinejournal.com