

World's Best Cat Litter™ Launches Litter That Keeps Cats Going in the Box and Out of Shelters

Picky Cat™ uses natural attractant to help owners avoid stains, mystery smells and stress.

Muscatine, Iowa – March 21, 2018 – World's Best Cat Litter™ is answering cat owners' call for a product that helps keep cats going in the litter box, every time, with Picky Cat™, the newest formula in its Advanced Series of cat litters.

Up to 50% of cat-owning households have or will struggle with feline inappropriate urination—the most common reason for a cat to be abandoned or surrendered to a shelter. The issue is a tremendous stressor for pet owners looking for answers.

Developed in partnership with pet behaviorists, World's Best Cat Litter™ Picky Cat™ helps prevent litter box accidents with a natural, plant-based ingredient that safely attracts cats to the box. The corn-based litter carries the brand's hallmark concentrated power and is perfect for newly adopted cats, kittens, senior cats or any fussy feline.

Picky Cat™ will be available in 6, 12 and 24 lb. bags in pet-specialty stores and through online pet retailers beginning June 2018. The litter will be showcased at the Global Pet Expo, taking place March 21-23 in Orlando, Florida.

"It's heartbreaking that so many pet-owning households are dealing with the stress of inappropriate urination. We wanted to keep cats in their homes, and keep them going in the box, so we set out to create an all-natural formula to help address this major concern. Litter choice certainly isn't the only contributor to this issue, but now it can be part of the solution," said Jean Broders, Senior Brand Manager of World's Best Cat Litter™.

Picky Cat™ will become the third product in the Advanced Series—a line of pet-specialty exclusive litters that meet increasing demand for products that solve specific litter box problems. The lineup also includes Zero Mess™ and Zero Mess™ Pine Scented.

"Pet-specialty shoppers want innovative products that meet their unique needs, and Picky Cat™ is doing so by providing a natural solution to one of the most challenging litter box issues," added Broders.

About World's Best Cat Litter™:

World's Best Cat Litter™ is a family of clumping cat litters that offer concentrated power for a cleaner litter box. Our patented process harnesses the power of naturally absorbent corn to create formulas that guarantee outstanding odor control, quick clumping and easy scooping. It's the pet, people and planet friendly litter that truly works. Offered in a variety of clumping formulas and sizes, the litter is available online and in PetSmart®, PETCO®, select Target® and

World's Best Cat Litter™

Walmart stores, and other leading pet and grocery stores nationwide. World's Best Cat Litter™ is produced by Kent Pet Group, headquartered in Muscatine, Iowa.

Visit www.worldsbestcatlitter.com

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