

FOR IMMEDIATE RELEASE

Quaker Pet Group Makes a Wild Leap in Cat Toy Innovation *SuperCat™'s patented slow-release catnip will be your feline's favorite way to play*

NEW YORK, NY – (April 30, 2012) Pouncing on the opportunity to bring innovation to cat toys, Quaker Pet Group is thrilled to introduce a patented, specially designed catnip delivery system that offers a new and innovative way to entice cats to play: **SuperCat™**.

SuperCat™ uses the same technology as Scratch N Sniff stickers, "printed" with small bubbles of microencapsulated catnip that burst when cats rub, scratch, or buff the material. For a catnip experience your cat will never forget, SuperCat's **Nano-Burst Technology™** constantly releases the enticing scent as the bubbles are broken, each lasting approximately six weeks. SuperCat™ is available in a variety of delivery systems:

Catnip Crumples (40 per regular pack; 5 per trial pack): Great for tossing one at a time or several at once, these crumples continuously release scent whenever the paper is folded or scratched. Nano-Burst Technology™ means small bubbles of catnip scent burst during play for a long-lasting catnip experience.

Catnip Markers (3 per pack): Non-staining and non-toxic, each marker's clear ink is made with Nano-Burst Technology™ and perfect for "writing" on toys, paper, floors, walls, scratching posts, and bedding.

Catnip Spray (1 per pack): Made with Nano-Burst Technology™, this clear, non-staining and non-toxic spray is ideal for breathing new life into "dead" catnip mouse toys or to entice cats to enter kennels and carriers.

Catnip Stickers (60 per pack): Convenient to stick on just about any surface, these Scratch N Sniff stickers feature Nano-Burst Technology™, releasing microencapsulated bubbles of catnip scent whenever they are scratched, rubbed or buffed.

Catnip Caves (4 per pack): Paper caves surround cats in microencapsulated catnip scent, great for pouncing and hiding. Nano-Burst Technology™ creates a long-lasting catnip experience for weeks of wild playtime.

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ABOUT QUAKER PET GROUP

Headquartered in New York City and Denver, the Quaker Pet Group is actively seeking strategic opportunities to grow through key retail partnerships, innovative product development, and acquisitions. Quaker Pet Group is committed to providing pet products that will enrich the lives of pets and their pet-parents worldwide. Registered brands include: New York Dog™, Hear Doggy!®, Vet Tech™, Sherpa's Pet Trading®, Fox & Hounds™, Cloak & Dawggie™, GoDog™, Woof Wear Organics®, Rain™ products, and

Silver Tails™.