



NEWS

Global Pet Expo Booth #2835

New Three Brand Strategy from the OurPet's Company

-New strategy for cat toys hopes to simplify merchandising – and stimulate sales-

FAIRPORT HARBOR, Ohio (March 16-18, 2011) – They say good things come in threes, so the new three brand strategy for cat toys from The OurPet's Company is sure to be a good thing for both retailers and consumers alike. OurPet's is looking to unify its three iconic cat toy brands – Play-N-Squeak®, Cosmic Catnip™ and Go! Cat Go!™ – into a single cohesive program that will allow retailers to create an entire cat toy section or aisle using products from only one vendor.

Aside from simplifying the buying, merchandising, shipping and bookkeeping processes, using a single vendor for the entire toy selection makes a powerful statement to consumers. This statement is reinforced by the attractive product packaging created by OurPet's. The three brands have coordinated header cards, with bold graphics and colors, plus a diagonally divided design scheme. Yet each of the three brands also has its own distinct identity on the package to make it easier for consumers to differentiate them.

The three brands address distinct market segments with innovative, high-quality products that have been designed for the way cats really play. The renowned Play-N-Squeak® brand appeals to the tech-driven interactive segment of the market with built-in modules that emit the RealMouse™ sound cats love. The Cosmic Catnip™ brand is intended for consumers who place a premium on catnip when shopping for toys. The Go! Cat Go!™ brand is aimed at value driven customers, interested in saving money, but still wanting to provide their pets with a quality toy.

All three brands are widely recognized by cat customers because of the unique way each appeals to pets. Combining the three together in a single thematic aisle makes a powerful impression on shoppers. Together, the brands convey an image of quality to customers thanks to features like those listed below:

- **Play-N-Squeak®** – with the patented RealMouse™ electronic sound module and catnip scent, these realistic-looking toys appeal to cat's natural hunting instincts and offer a complete playing experience that stimulates and satisfies on multiple sensory levels. The natural colors of the Play-N-Squeak® logo and brand packaging plays off the brand's tag line, "Bring the Wild Inside."

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- **Cosmic Catnip™** – the newest member of OurPet's cat toy family, Cosmic Catnip™ is well known and trusted by consumers who want high quality catnip for their cats. The extensive new Cosmic Catnip™ brand offers a wide range of products to customers, all complete with the Cosmic Catnip™ product they've come to love. The accent colors on the package will differ depending on the product, but the cosmic blue lower left corner will allow customers to easily see that it is a Cosmic Catnip™ product.
- **Go! Cat Go!™** – this quality collection of exciting interactive cat toys are designed to let cats be cats. The Go! Cat Go!™ brand offers durable products and affordable price points that provide cats with hours of entertainment. The vibrant purple and green colors of the packaging coordinate with the colors of the toys, making them readily identifiable as Go! Cat Go!™ products.

About The OurPet's Company

The OurPet's Company was founded in 1995 when it began making the revolutionary Big Dog Feeder® raised feeding system. Committed to remaining always on the cutting edge of innovation, the company has introduced an impressive series of breakthrough products since its inception, including Topsy Turvy™ dog toys, which received the ***Pet Product News & Pet Business News 2010 Editor's Choice Award***.

Visit the OurPet's Company at the Global Pet Expo, March 16-18, 2011, at the Orange County Convention Center, Booth #2835. For more information, contact the OurPet's Company at 1-800-565-2695 or visit www.ourpets.com.

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