



Self-Cleaning Litter Box Company Launches OdorIndependenceDay.com

-Meet Stanley, the cat that discriminates against smelly litter boxes-

FAIRPORT HARBOR, Ohio (September 12, 2011) – Stanley, the new Spokescat for the SmartScoop® Self-Scooping Litter Box, an OurPet's brand (OTC BB: OPCO), is a firm believer in having a scooped litter box at all times. In fact, Stanley finds it so revolting that any cat should stand in a dirty, smelly litter box, that he started an Odor Revolution. The Odor Revolution is nothing less than a call to action for all cats and humans everywhere to stop the stink! Stanley is leading the Odor Revolution over at www.odorindependenceday.com.

"Every day is Odor Independence Day," states Stanley. "For humans this means the box should be scooped daily to get rid of the smell and if you can't commit, upgrade the box to include technology that would scoop and eliminate odors for you – aka a SmartScoop Self-Scooping Litter Box. For cats, this means protest until you get a clean litter box – that shoe in the corner of the bedroom would work nicely. I'm just sayin'."

Stanley is fighting for every cat that has a non-scooped litter box. His message is simple, "Join the Odor Revolution!" Stanley likes making new friends and using social media outlets to interact with them – both feline and human. You can find his Odor-Free Manifesto and dating profile at the [Odor Independence Day](http://OdorIndependenceDay.com) website. He is on [Facebook](https://www.facebook.com), stars in his own [commercial](#) and tries to eat the little bird on [Twitter](https://twitter.com).

Large enough for a multi-cat home, SmartScoop activates 15 minutes after the cat leaves the box so it's ready for the next use. SmartScoop comes with a six-month maintenance supply* of 24 No-Touch Waste Bags and six Activated Carbon Filters. SmartScoop has an MSRP of \$149.99 and is available at www.smartscoop.com.

*based on a single cat household

About The OurPet's Company

The OurPet's Company is committed to innovation for the health, safety, and comfort of pets. Its portfolio includes: *Flappy*® dog toys, *Durapet*® Premium Stainless Steel Bowls, *Cosmic Catnip*™, *SmartScoop*® and *Play-n-Squeak*® cat toys. The OurPet's Company is publicly traded as OPCO (OTC BB). For a full listing of brands, visit www.ourpets.com. The OurPet's Company is exhibiting at SuperZoo, an industry trade show, September 13-15, 2011 in Las Vegas at booth #3121.

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Media Contacts:

Rochelle Hartigan
SmartScoop, an OurPet's brand
(440) 354-6500 x 125
rhartigan@ourpets.com