



NEWS

Hi-res images available upon request

Bring the Wild Inside™ With Play-N-Squeak® Cat Toys

-RealMouse™ sound module emits tones similar to field mouse in the wild-

FAIRPORT HARBOR, Ohio (July 26, 2011) – Cats are notorious for their hunting instincts. It seems they are always on the search for an unsuspecting mouse to scurry across its path or a bird to fly within reach. The OurPet's Company's award-winning line of Play-N-Squeak® cat toys relies on the cats' natural hunting instincts during play time. This best-selling brand of interactive toys stimulates and rewards positive mental and physical activity through the patented RealMouse™ sound, tactile feel, catnip aroma and movement. More than 20 million cats around the world would agree!

The line of Play-N-Squeak toys includes:

- **Mouse Toys** – this part of the collection includes life-like mouse toys that satisfy your cats preying instinct safely, and with no mess! Various fabrics from sisal and plush fur to fleece, paper and canvas make these toys perfect for cats of all sizes. Feathers and raffia on some of the mice also provide hours of fun for you and your cat.
- **Floor Toys** – these stationary toys with moveable parts and the patented RealMouse™ sound let cats stalk, pounce and chase all on their own! Since they're larger than the average toy, rest assured the toy won't roll under furniture or simply vanish the next time the cat wants to play!
- **Hanging Toys** – put these toys anywhere your cats are likely to play with them. On door knobs, on the arm of a chair, a banister or the top of a door. Each toy is equipped with the RealMouse™ sound and are infused with catnip to keep them playing for hours.
- **Wand Toys** – the four wands in this collection will keep owners and cats entertained all day. Featuring a mouse with the RealMouse™ sound and feathers on each wand, pet parents can now interact with their cats more than ever before.
- **Kitten Toys** – the toys in this part of the collection are perfect for the new kitten in your life. Modeled after the classic toys but smaller in size, the kitten toys feature fur, fleece or knit fabric.
- **Character Toys** – now the squirrel that's been torturing your cat from the outside can be brought inside! This collection in the Play-N-Squeak line of toys feature six of the most popular outdoor critters including a fox, raccoon, squirrel, bird, skunk and bunny. These toys also include the RealMouse™ sound and are catnip infused.

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- At-Night™ – the newest in the collection of the Play-N-Squeak toys, the At Night collection has taken the most popular Play-N-Squeak toys and made them glow! The eyes of the mice in the At Night collection light up when a cat plays with the toy. These toys also contain the RealMouse™ sound of the original Play-N-Squeak toys. The toys appeal to the natural nocturnal instinct cats have.

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 for the health, safety, comfort and enjoyment of pets, the company is proud to include the following top brands in its portfolio: *Flappy*® dog toys, *Durapet*® Premium Stainless Steel Pet Bowls, *Pet Zone*®, *ecoPure*® *Naturals*, *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 consumer brands, visit www.ourpets.com.

For more information, contact The OurPet's Company at 1-800-565-2695 or visit www.ourpets.com.

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