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WORLD'S BEST CAT LITTER™ RELEASES NEW FORMULA WITH ADDED NATURAL BOTANICALS

Multiple Cat Lotus Blossom Scented offers same great performance with a light floral scent.

MUSCATINE, IOWA – FEBRUARY 25, 2020 – World's Best Cat Litter™ is answering cat owners' calls for a product with a subtle floral scent with the release of Multiple Cat Lotus Blossom Scented — a new formula that offers the same performance as its top performing litter, with added natural botanicals.

Over 75% of cat lovers use or are interested in scented litters. What they don't love are artificial or overwhelming perfumes. Developed as a result of in-depth consumer research, Lotus Blossom Scented combines super-absorbent corn with natural botanicals to deliver two-times longer-lasting performance. The new scented litter pairs the long-lasting odor control and easy cleanup of the multiple cat formula with a light floral scent.

"We know some cat owners prefer scented litters, but they aren't crazy about chemicals and heavy perfumes," said Jean Broders, Senior Brand Manager, Kent Pet Group.

Lotus Blossom Scented will be available in 14, 15 and 28lb bags in a variety of retail and pet specialty stores beginning June 20. It will become the fourth product in the Original Series—a line of natural litters that includes Clumping, Multiple Cat Clumping and Lavender Scented Multiple Cat Clumping. The new litter will be showcased at the Global Pet Expo, taking place February 26-28 in Orlando, Florida.

"Pet-specialty shoppers want innovative products that meet their unique needs, and Lotus Blossom delivers by pairing the power of our long-lasting litter formula with a little bit of flower," said Broders.

About World's Best Cat Litter™: World's Best Cat Litter™ is a family of long-lasting cat litters made from naturally absorbent corn. Our patented process harnesses the power of 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 and is naturally safe. Offered in a variety of clumping formulas and sizes, the litter is available in PetSmart® and PETCO®, select Target® and Walmart stores, and other leading pet and grocery stores nationwide both online and in store. World's Best Cat Litter™ is produced by Kent Pet Group, headquartered in Muscatine, Iowa. Visit www.worldsbestcatlitter.com

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