

Wiser Pet Products

# PRESS RELEASE



Pet Age Retailer Select Award For  
Product Excellence Gold Medal

**FOR IMMEDIATE RELEASE**

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**New Cat Power Tower Product Wins PET AGE Gold Medal Retailer Select® Award**

*Innovative cat product recognized for uniqueness and appeal*

**OSHKOSH, Wis., October 29, 2010** The Cat Power Tower, a product of Wiser Pet Products, LLC, has won the prestigious **2010 Gold Medal Retailer Select Award for Product Excellence**, presented by PET AGE Magazine and H.H. Backer & Associates Inc. at the 44th Annual Pet Industry Christmas Trade Show in Chicago, October 10, 2010.

The Gold Medal Award is the top honor awarded at the PET AGE Trade Show and is one of only three product awards given. Buyers cast hundreds of ballots for their favorites among items displayed. Retailers are encouraged to make their selections based on potential sales performance, design, quality and price. The annual show is one of the 200 largest tradeshow in the U.S., typically drawing in 9,500+ buyers from 3,000+ retail and wholesale outlets.

The Cat Power Tower is a breakthrough innovation, creating a new product category in cat products: interactive cat furniture. With one-of-a-kind features including a motorized rotating bird carousel, the Cat Power Tower is the first piece of cat furniture to offer cat-powered play to keep cats mentally and physically active.

The Cat Power Tower features a cat-powered play platform, a hunting hole platform, a lounging platform, an oversized sisal scratching post and a two-sided sisal scratching board, all of which combine to encourage cats to scratch, hunt, jump, play, climb and lounge.

Made from eco-friendly plantation rubberwood, sustainably harvested sisal, and 100% post-consumer Mohawk EverStrand carpet, which is made from recycled plastic bottles, the Cat Power Tower is also environmentally friendly. It is available in two finishes, Natural and Early American, which are protected with a scratch-resistant polyurethane. Each platform is

**a generous 19" x 19" and complete assembled dimensions are 57"H x 30"W x 30"D. The Cat Power Tower is packaged ready to assemble and can ship via UPS or Fedex.**

**The Cat Power Tower is a product of Wiser Pet Products, LLC. Wiser Pet Products has spent 18 months and made substantial financial investments to perfect the design of the Cat Power Tower, its flagship product. For more information, please visit [www.catpowertower.com](http://www.catpowertower.com) or contact Andy Luebke, President of Wiser Pet Products, at 920-303-0685 or [andy@cat-power-tower.com](mailto:andy@cat-power-tower.com).**

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