



900 W. Church St.  
Morrilton, AR 72110  
Phone: 501-354-8466

## Press Release

FOR IMMEDIATE RELEASE

IMPERIAL CAT'S NEW HEAVY DUTY LITTER MAT IS GENTLE ON CATS' PAWS AND TOUGH ON LITTER TRACKING

**Morrilton, AR – December 30, 2009** – Imperial Cat, a leading U.S. cat products manufacturer, announces the addition of a *Heavy Duty Litter Mat* to its **Neat 'n Tidy™** product line.

The **Neat 'n Tidy™ Heavy Duty Litter Mat** features a grassy surface that is gentle on cats' paws and tough on litter tracking. The generous 36" x 30" surface of the *Heavy Duty Litter Mat* provides floor coverage well beyond the edges of the cat litter box – preventing litter from tracking throughout the home while protecting flooring from grit and accidents.

When asked how the mat keeps homes neat and tidy, product developer Dan Peacock replied, "The Heavy Duty Litter Mat acts like a brush. As a cat steps out of the litter box, the mat's grass-like fibers gently brush the litter particles off the cat's paws and trap it within the mat's surface, keeping the litter from scattering throughout the home."

The **Neat 'n Tidy™ Heavy Duty Litter Mat** is proudly manufactured in the USA from durable, marine grade nylon fiber that is fade and stain resistant. The *Heavy Duty Litter Mat* retails at \$19.95, and can be found at pet stores nationwide.

### **About Imperial Cat**

Imperial Cat has been enhancing cats' lives since 1986 with a wide selection of cat products that are eco-friendly and made in the USA. Imperial Cat's **Neat 'n Tidy™** product line offers versatile, easy to use products that keep your home clean and your cat happy.

For more information, please contact Kristie Hamilton by calling 501-354-8466, email [Kristie@imperialcat.com](mailto:Kristie@imperialcat.com), or visit [www.imperialcat.com](http://www.imperialcat.com).