



**Media Contact:**  
Ashlee Gonigam  
Matrix Partners  
312-648-9972 x36  
agonigam@matrix1.com

## ***Imperial Cat Celebrates Silver Anniversary*** *Maker of Scratch 'n Shapes™ marks 25 scratchin' good years*

**Morrilton, AR (February 23, 2011)** – A quarter century can fly by when you're having furry fun. Especially when you're the creator of **Scratch 'n Shapes**, a high-quality, eco-friendly line of products that have been successfully curing cat scratch fever for over twenty-five years.

Known for their whimsical, interactive designs, Scratch 'n Shapes complement practically any décor and even fit in limited areas. Not enough floor space? Scratch 'n Shapes are available in hanging shapes, too. As if the shape's simulated tree bark — or honeycomb texture — aren't enticing enough to make Fluffy want to claw his way to the top, each scratcher comes with a bag of Certified Organic Catnip. And since Scratch 'n Shapes are available in an ever-expanding variety of shapes and sizes, cat parents are sure to find the perfect scratcher for their one-of-a-kind feline.

But Imperial Cat hasn't been content to rest on their reputation as one of the industry's leading "cat scratch" product suppliers. The company has also recently expanded their critically acclaimed collection of meal enhancers and treats. All-natural and delicious, new **Tuna Dash™** takes kitty's kibble from ordinary to gourmet. This full-flavor topping is sure to pique the interest of even the choosiest cat. Following such a tasty meal, no feline feast would be complete without new **Chicken Bites™** Snack 'n Treats. Made from 100% freeze-dried white chicken meat, these treats are a healthy option to sugary alternatives. No preservatives, fillers, additives or by-products – just pure, delicious flavor for your feline.

From scratching and playing to snacking and dining, nobody offers more ways to promote the happy, active lifestyle of a feline than Imperial Cat.

### **About Scratch 'n Shapes**

Scratch 'n Shapes are made in the USA from 100% post consumer recycled materials and are 100% recyclable. Suggested retail prices start at \$7.95. Those interested in becoming an authorized Imperial Cat retailer are invited to contact Kristie Hamilton, Imperial Cat's Director of Sales, at 501-354-8466.

### **About Imperial Cat**

For 25 years, Imperial Cat has manufactured high quality, eco-friendly and natural cat products developed to enhance the lives of cats and their owners. For more information, please visit [www.ImperialCat.com](http://www.ImperialCat.com) or call 501-354-8466.

###

**Media Note: Interviews, Product Samples and Photos are Available.**