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Quirky Cat ‘n Around Toys Mean Dogs Don’t Get to Have All the Fun *Play, Hunt and Bond with Felix*

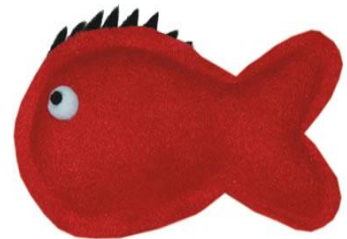
Morrilton, AR (August 13, 2010) – Whoever said Fido gets to have all the fun? For years Imperial Cat has been catering to the cat community’s needs and their latest additions to their Cat ‘n Around line are no exception. So, let those boring dogs have their obnoxious squeaky toys and treat Felix to a smart, quirky Imperial Cat toy to satisfy a playful appetite.

Beat the heat in the cat-days-of-summer with an adorable summer-themed Cat ‘n Around character. New designs include several fish shapes, a green snake, a ladybug and yummy candies. The sunny windowsill will pale in comparison to a fun, new shape from this series of plush toys.

Looking to up the ante? A serving of Organic Cat Nip is sure to pump-up kitty’s curiosity. Each Cat ‘n Around character is filled with Imperial Cat’s feline famous Organic Cat Nip. Play, hunt and bond with your kitty and a *new* Cat ‘n Around character.



Like most Imperial Cat products, Cat ‘n Around characters are made in the USA and promote a healthy lifestyle. Prices start at \$1.95, perfect for whatever Felix’s budget is. Visit www.ImperialCat.com to find a retailer near you.



About Imperial Cat

For more than 20 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, or contact Kristie Hamilton at 501-354-8466.

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