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## **Scratch 'n Shapes cures Cat Scratch Fever**

*Imperial Cat's scratchers are good for feline health and home furnishings*

**Morrilton, AR – (May 24, 2010)** Is Fluffy's clawing turning your home's upholstery into a cat-astrophy? What many cat owners don't realize is that clawing is more than an annoying habit, it's natural instinct. Even the most healthy, happy felines feel the need to mark their territory by scratching.

Imperial Cat has been fighting cat scratch fever with a full line of Scratch 'n Shapes™, a high-quality, eco-friendly line of scratchers. Developed to satisfy the feline's natural urge to scratch, shapes range from couches to cars to amphibians. This summer, Imperial Cat proudly introduces four new designs. The *Cute as a Bug* line include a Butterfly, Snail, Caterpillar, and Ladybug that will make your cat feel like king of the jungle.

As if the shape's simulated tree bark — or honeycomb texture — aren't enticing enough to make Fluffy want to dig his claws in, each scratcher comes with a bag of Certified Organic Catnip. From scratching to playing, Scratch 'n Shapes answers all your cat's instincts and promotes a healthier lifestyle.

Owners are sure to love their Scratch 'n Shape as much as felines, thanks to their style and function. Known for their whimsical designs, Scratch 'n Shapes fit in any home or space — leaving carpeted posts and platforms as regrettable faux pas. Not enough floor space? Scratch 'n Shapes are available in hanging shapes too.

Scratch 'n Shapes are made in the USA, from 68% post consumer recycled materials, and are 100% recyclable. Prices start at \$7.95, perfect for whatever Fluffy's budget is. Visit [www.imperialcat.com](http://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 <http://www.imperialcat.com>, or contact Kristie Hamilton at 501-354-8466.

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