



News Release

KITTY'S CRUMBLE COCONUT HUSK CAT LITTER LAUNCHES WITH SMALLEST CARBON 'PAWPRINT' EVER

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All Natural and Pet Safe with Unbelievable Absorbency and Odor Control and the Only Litter Made of a Renewable and Sustainable Resource

MISSION VIEJO, Calif. – March 1, 2010 – Kitty's Crumble™, the exclusive all-natural cat litter made of coconut husk, has debuted as the leading eco-friendly pet product in the US and Canada. Environmentally conscious cat owners will appreciate that Kitty's Crumble is 100% organic, recyclable, biodegradable, and made of a renewable and sustainable resource with the smallest carbon "pawprint" among cat litters. Kitty's Crumble has unbelievable absorbency and odor control and is pet safe containing no chemicals, silica dust, fragrances or anything harmful.

Cat-Friendly, Earth-Friendly

Kitty's Crumble is uniquely processed from coconut husk (coir) that is naturally structured with millions of leach resistant micro-sponges that absorb moisture and trap odors, holding more than four times its weight in liquid. Coir draws moisture and odor away from the litter surface for even disbursement throughout, leaving it dry and comfortable for cats. Kitty's Crumble has a natural earth-like texture to which cats are instinctively attracted.

Once used, Kitty's Crumble (with solids removed) is a valuable resource with all the characteristics of a peat moss; it can be used as a soil conditioner to add water retention and air porosity to a garden, as a compost additive, or placed in a common green waste bin for municipal recycling. When disposed of conventionally, Kitty's Crumble is biodegradable and beneficial to the local landfill unlike clay-based litters. The Kitty's Crumble recyclable Smart-Bag™ is filled to the top with no wasted space, using up to 20 percent less packaging than other litters' bags, which are partially filled similar to the consumer packaging of potato chips. Kitty's Crumble is the least dense of any litter type, meaning there is more volume of Kitty's Crumble for any given weight thereby reducing energy consumption for transport.

"Green continues to be an increasingly important factor in pet owners' purchasing decisions," said Gary Hoeflich, owner of Pet Supply with multiple locations in southern California. "We are expanding our selection of eco-friendly products to meet pet owner demand for this fast growing segment of our business."

Smallest Carbon Pawprint

Green consumerism is moving beyond recycling and organic and entering a new phase with holistic emphasis on sustainability and reduction of greenhouse gases over a product's lifecycle, especially in light of multinational efforts to address global climate change. Carbon footprint is generally defined as the total greenhouse gases (GHG) caused directly or indirectly as part of the manufacture and use of a product over its lifecycle. Wood-based litters (e.g., pine, paper, pulp) involve deforestation, one of the

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most significant contributors of GHG. Grain-based litters (e.g., corn, wheat) involve agricultural crop production, another significant GHG contributor from fertilizer use, tilling, and deforestation to clear room for planting. Clay-based litters present a host of environmental problems including strip mining, GHG generation through use of heavy equipment and transport, the presence of the carcinogen crystalline silica, and a final product that is not biodegradable. Cat litter disposed of in landfills exceeds two million tons annually, according to the Waste Reduction and Management Institute.

In contrast, Kitty's Crumble involves no cutting down trees, no mining the earth, and no crop production. Coconut husks are a renewable resource grown on long-standing plantations where trees sequester and store carbon from the atmosphere. Coconuts are grown without fertilizers, pesticides or herbicides and only require natural rainfall for water. Kitty's Crumble manufacturing sites use energy efficient processes that are co-located by the coconut groves to reduce energy consumption for transport. Kitty's Crumble is recyclable and does not have to consume landfill space; the US EPA estimates 2.97 tons of carbon emissions are saved for every ton of waste not placed in a landfill.

More Green for Your Green

A vast majority of consumers continue to demand green products although many have either switched to less expensive ones or cut back consumption due to the economic recession, according to the recent Green Revolution report by Grail Research, which also cites price as the continuing main deterrent to new consumer trial of green products. The study reveals growing consumer awareness and interest in products that contribute less greenhouse gases, an attribute ranked just behind recyclability when presented with a list of the common eco-friendly traits. On a volume-price comparison basis (amount of litter per dollar spent), Kitty's Crumble is not only the price leader in the biodegradable category but it costs about the same, and in some cases less, as many of the leading clay-based brands. Kitty's Crumble is offered in two sizes: 35 liter/14 lb (1.25 cubic feet) package that retails for \$14.99 and will fill a typical litter box 12 times, and a 9 liter/4 lb (0.3 cubic feet) package that retails for \$6.99 and will fill a typical litter box three times.

About

Kitty's Crumble is offered in select North American pet stores and carried by distributors including Phillips Feed & Pet in the Eastern US, Animal Supply Company and Petfood Wholesale in the Western US, and Tack Pet Food and Burgham Sales in Canada. Stores that carry Kitty's Crumble can be found at the company's website and a product video premieres on YouTube. The North American introduction of Kitty's Crumble by Element 6 Products, LLC will include the manufacture and marketing of several coir-based litters for cats, reptiles, birds and small animals. Based in Mission Viejo, California and operating in a joint-venture with Galuku Pty Ltd in Australia, Element 6 Products also manufactures and markets coir-based lawn and garden products. Note: carbon is the sixth element in the periodic table of elements; Galuku is the aborigine word for coconut.

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