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PRESS RELEASE

For immediate release

Garfield Cat Litter Is Confirmed at Global Pet Expo 2017

7Pets will exhibit three exclusive natural products at the trade show

(Miami, FL – February, 23rd 2017) After last year's successful launch at Global Pet Expo, 7Pets is pleased to bring Garfield Cat Litter to this year's edition, which will be held from March 22nd to March 24th at the Orange County Convention Center in Orlando, Florida. This time around, those who stop by booth #1591 will be able to see how all three 100% natural versions of Garfield Cat Litter work, along with the achievements the brand is proud to have collected throughout its first year in the market.

7Pets' all natural and unique hygienic litter solution for cats has already reached the shelves of relevant chains, such as Shoprite, in addition to significant online venues, such as PetSmart.com. "Considering that we brought Garfield Cat Litter to the American market only one year ago, we are pleased with the results", explains Andre Santos, Director of Sales at 7Pets. "The great feedback Garfield Cat Litter has received from our growing customer base also makes us confident that this year Global Pet Expo will work even better for us", he adds.

In addition to expanding its reach within the U.S., 7Pets has worked with exclusive distributors in the international market. Garfield Cat Litter has sold to over a dozen countries and expects to more than double this figure over the coming year. Participating in an international fair as notable as Global Pet Expo will certainly continue to drive the brand's global expansion.

Microsite – To make it easier for visitors to find Garfield Cat Litter at Global Pet Expo 2017, 7Pets launched a microsite exclusively for the event. By accessing globalexpo.7petsco.com, those who are attending the trade show will also be able to learn more about the brand, how the product works, and even confirm a visit at the company's booth.

Product - Garfield Cat Litter has an exclusive formula consisting solely of natural ingredients from South America. The blend of these ingredients enables instant clumping and eliminates the strong ammonia odor that is distinctive of cat's urine.

Additionally, the biodegradable versions are flushable in the toilet (green and purple packages) making it easier for pet owners to maintain litter boxes.

The product is gentle on paws, dust-free, and because there are no added chemicals the litter is unscented. Furthermore, its white color allows for the tracking of potential health issues which can be indicated by the presence of blood in the cat's urine, for example.

7Pets partnered with Paws, Inc. to license the Garfield brand. "Garfield is a very particular cat. He loves his creature comforts and is meticulous about cleanliness. This product lives up to his high expectations," said Garfield's creator, Jim Davis.

About 7Pets

After realizing that the pet industry, for years, had failed to eliminate the ammonia odor of cat's urine without using chemicals or fragrances, specialists at 7Pets created a natural and fragrance-free formula that completely eliminates the ammonia smell. Further tests showed that, besides neutralizing the odor, the formula also offered extremely high absorbency and instant clumping.

7Pets, an American company headquartered in Miami, Florida, presents the most effective cat litter ever invented, available in two versions: biodegradable (green and purple packages) and non- flushable (yellow package).

About Paws, Inc.

Cartoonist Jim Davis' company, Paws, Inc., located near Albany, Indiana, was founded in 1981 to handle the creative end of the Garfield licensing business. Today, Paws is the sole owner of all copyrights and trademarks for the Garfield property, and controls not only the creative angle of the fat cat's flourishing empire, but also the licensing, marketing, and brand management of Garfield and the Garfield characters.