

Introducing 3 New Catit Design Senses Products

Fresh and original designs made specifically for cats

MONTREAL, Canada – January 30, 2013 – Rolf C. Hagen Inc. is pleased to announce three new innovative products by Catit Design Senses: Comfort Zone, Super Roller Circuit, and Drinking Fountain with New Water Softening Filter.

New Catit Design Senses Comfort Zone

Comfort Zone is a multi-functional rest and play area with many innovative features that stimulate and pamper felines of all ages.

This original design comes with a unique therapeutic cushion that can be cooled to help comfort or heal cats—whether it's for a feline looking for a refreshing cool place on a warm day or an arthritic cat seeking a cool surface to ease inflammation. The cushion can be cooled in a freezer.



Comfort Zone includes a multi-purpose massage/gum stimulator with catnip holder (catnip included) that cats can rub against to get a deep face, neck or head massage, or they can chew on it to help maintain healthy gums.

Comfort Zone's elevated design allows you to place additional Catit circuits (sold separately) underneath it for added sensory stimulation and exercise. Openings along the perimeter of the unit allow cats to see and reach for the circuits below.

New Catit Design Senses Super Roller Circuit

Super Roller Circuit takes fun and action to breathtakingly new highs and lows. This large 8-piece play circuit is the ultimate exercise stimulator.

Super Roller Circuit consists of alternating high and low sections with an enticing motion-activated illuminated ball that curious cats can swipe at through large openings. The ball lights up when it zips through the track in wild roller-coaster fashion.



Catit Design Senses Drinking Fountain with New Water Softening Filter

The Drinking Fountain provides your cat with a continuous source of fresh, circulating, aerated and filtered water that encourages your pet to drink more.

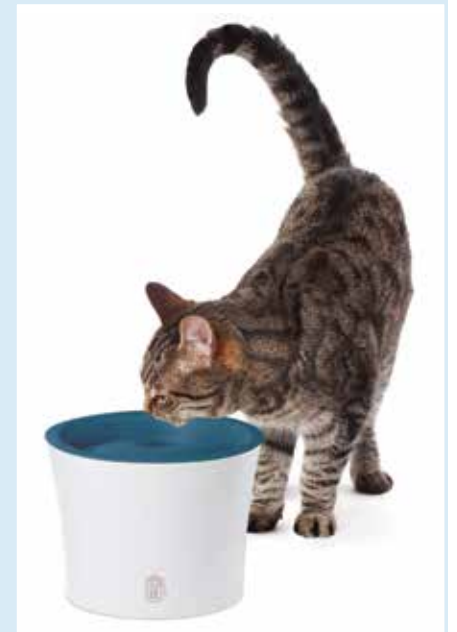
Encouraging your cat to drink more water helps ensure proper kidney function, helping to prevent crystal formation that can lead to urinary diseases. The fountain is designed to retain water on the drinking surface while your cat drinks, reducing messy spillages.

New Advanced Water Softening Filtration

The Drinking Fountain includes a dual-action Water Softening Filter that softens hard water and absorbs water impurities, such as debris, food, hair and sediment, to help maintain a healthy lower urinary tract for your pet.

Low energy consumption

The fountain consumes less power to operate than a night light.



Catit Design Senses offers innovative products that are specifically tailored to stimulate and reward your feline's sensory experience. Our unique line also delivers a remarkable range of convenient features and practical benefits that cat lovers will truly appreciate.

Celebrating Originality

This new trio of refreshingly original products joins Catit Design Senses' growing line, which also includes the Massage Center, Scratch Pad, Speed Circuit, Feeding Maze, Catnip Spray, and Grass Garden Kit. Each one is carefully designed to nourish, comfort, stimulate or amuse cats.

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Dogit, Catit, Nutrience, Laguna, Living World, Tropicana, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

About Catit

A member of Hagen's extensive brand family, Catit makes practical, easy to use, and convenient products that specifically meet the needs of fussy felines. Catit products are designed to satisfy a feline's exacting needs, whether it's for housing, transportation, litter accessories, scratchers, dishware or toys. Catit Design, Senses, Home, Clean, and Voyageur products target specific feline and household needs.