Tidy Cats Revolutionizes Cat Litter, Just in Time to Make Holidays Easier for Cat Owners

New Tidy Cats® LightWeight 24/7 Performance®: All the Strength, Half the Weight™

ST. LOUIS (November 21, 2013) – The company that invented cat litter more than 50 years ago, has reinvented cat litter just in time to lighten the burden of cat owners this holiday season. Today, Tidy Cats® introduces LightWeight 24/7 Performance®, a revolutionary new product that gives cat owners all the strength they're looking for in a cat litter, but at half the weight. The popular cat litter brand now makes it easier than ever to keep your home fresh and clean, just in time for the hectic holidays.

Cat owners have long complained about hauling around heavy cat litter and how it affects everything from carrying heavy shopping bags to making the task of changing the litter box more difficult. In fact, a recent survey* reveals that:

- 61 percent of cat owners hate dealing with heavy cat litter
- 35 percent agree that the top challenge with heavy cat litter is that they cannot carry any other items at the same time when bringing it into their home
- 32 percent of cat owners would rather clean the toilet bowl than carry heavy cat litter

Tidy Cats® LightWeight 24/7 Performance® is at least 50 percent lighter than traditional scooping cat litter, but has all the strength expected from Tidy Cats®. What makes it so light? An innovative combination of clay and natural lightweight minerals.

Lighter cat litter makes buying, pouring and storing much easier. So during the holidays, when cat owners are juggling multiple bags of gifts to be wrapped, goodies to be baked and supplies for visiting family members, they won't need to make a special trip just to unload the cat litter. This product is so light, you only need one finger to lift it…you can even toss it!

"At Tidy Cats, we understand that cat owners are always looking for better solutions – during the holiday season and all year long – and that heavy cat litter is a problem for many people," said Keith Peterfeso, brand manager for Tidy Cats® brand cat litter. "Tidy Cats® LightWeight 24/7 Performance® offers a solution for anyone who is tired of dealing with the weight of their current cat litter and looking for a lighter option that doesn't sacrifice performance."

To spread more cheer this holiday season, Tidy Cats is giving back through an online auction of celebrity-autographed cat collars, with 100 percent of proceeds benefitting the spcaLA. Still have a cat-lover to buy for? One of these special collars could make the perfect gift. To bid on one of the 33 collars signed by celebrities – including, Ed O'Neill, Denis Quaid, Dot-Marie Jones, Matt LeBlanc and many others – visit TidyCatsCollarAuction.com between now and Sunday, December 1, 2013.

New Tidy Cats® LightWeight 24/7 Performance® offers continuous odor control, is 99.9 percent dust free and produces light, tight clumps for easy clean up. Tidy Cats® LightWeight 24/7 Performance® is now available in an 8.5 lb. jug at select retailers – find a retailer near you at TidyCats.com/FindAStore. The new product will become available at retailers nationwide starting in March 2014. Learn more about the product at TidyCats.com/LightWeight.

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To stay up-to-date on news and happenings from Tidy Cats, likeTidy Cats on Facebook or follow @TidyCats on Twitter. Cat lovers can also join the online conversation about Tidy Cats® LightWeight 24/7 Performance® by using the #TossMeThatLitter hashtag on Twitter.

**This Omnibus online survey was conducted June 13-17, 2013. The survey polled 1,207 people in the general U.S. cat owner population (18+ years of age, male and female).*

About Tidy Cats®

Purina® Tidy Cats® brand cat litter is designed for homes with multiple cats and is specially formulated to control odor and keep homes smelling fresh and clean. The Purina TIDY CATS® line includes: six scoopable clay litters designed to make clean-up easy and efficient; and three odor-controlling clay litters that are non-clumping. Purina TIDY CATS® is manufactured by Nestlé Purina PetCare Company, one of the leading global players in the pet care industry. Nestlé Purina promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis, Missouri, where Ralston Purina was founded more than a century ago. The company is part of the Swiss-based Nestlé S.A. – the world's largest food company.

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