

Tidy Cats' Newest Innovation Fights off Odors the Lightweight Way in Time for Spring Cleaning

New Tidy Cats® LightWeight 4-in-1 Strength® is 4X the Fighter, 50 Percent Lighter than Traditional Clumping Litter

ST. LOUIS (March 7, 2016) – Just in time for spring cleaning, Tidy Cats is giving cat owners a new LightWeight litter to knock out bad odors and weak clumps. New Tidy Cats® LightWeight 4-in-1 Strength® helps cat owners everywhere – from homeowners to apartment dwellers – lighten up their litter box care routine and say “buh-bye” to the four main offenders of a clean litter box: ammonia, urine and fecal odors and messy clumps.

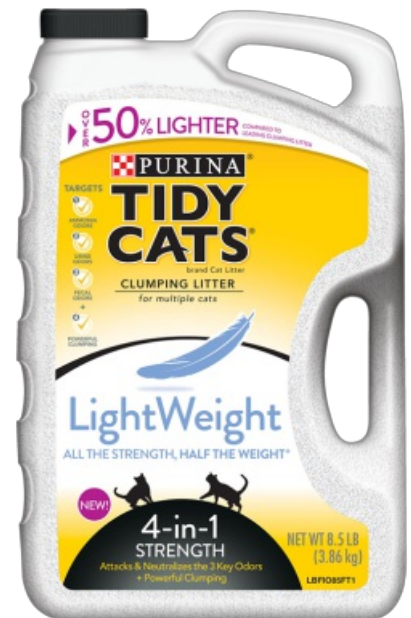
Cat owners know that one of their biggest battles is litterbox odor. With Tidy Cats LightWeight 4-in-1 in their corner, it's easier than ever for cat lovers to fight odors and keep their homes clean this spring and all year long.

“Every cat owner has unique litter needs, and Tidy Cats is committed to offering a variety of solutions to fit those needs,” said Arik Frankel, brand manager for Tidy Cats® brand cat litter. “New Tidy Cats LightWeight 4-in-1 Strength is perfect for cat lovers who need a lighter litter and aren't willing to sacrifice odor control, tight clumps or the clean house feeling that comes with having a tidy litter box.”

Tidy Cats LightWeight 4-in-1 Strength is the fourth and newest lightweight litter for Tidy Cats, the company that invented cat litter more than 50 years ago and reinvented litter in 2013 with the introduction of a truly lightweight clumping litter option. The Tidy Cats LightWeight portfolio solves a pet peeve cat owners have been dealing with for a long time: heavy cat litter. In fact, a survey conducted by Tidy Cats® discovered nearly a third (27 percent) of cat owners dread carrying a new jug of cat litter home due to its weight.^[1]

New Tidy Cats® LightWeight 4-in-1 Strength® offers continuous odor control and produces light, tight clumps for easy clean-up. What's more, Tidy Cats®' LightWeight clumping litters pack a mean punch, giving you [40 percent more litter per pound](#) compared to competitive clay-based lightweight clumping litter. Tidy Cats® LightWeight 4-in-1 Strength® is now available at retailers nationwide in 6 lb. and 8.5 lb. resealable, recyclable plastic jugs, as well as in 12 lb. and 17 lb. resealable, recyclable plastic pails at select retailers – find a retailer near you at TidyCats.com/FindAStore.

Learn more at www.TidyCats.com/Products/LightWeight/Strength.



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.

[1] *The Tidy Cats® Omnibus survey was conducted online via Toluna Global in June 2013 among 1,207 Americans ages 18 and older, male and female, who own at least one cat.*
