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## FOR IMMEDIATE RELEASE

### CABOODLE™ HABITATS FOR CATS

#### Green Play Space for Modern Cats

SAN FRANCISCO, CA – May 14, 2009 – Caboodle™ Habitats for Cats are quickly finding their way into a new breed of environmentally conscious cat lovers' homes. Made with thick, heavy gauge corrugated cardboard and soy based inks, Caboodle is a spacious and durable three level play structure that cats love to play, lounge and hide in.

Thoughtfully designed with playful peek-a-boo holes, customizable interior passageways, contoured grooming edges and a modest footprint, Caboodle Habitats for Cats fit nicely in any room of the house while offering cats of all sizes an ample play space to call home.

It was a goal of Caboodle designers to create a modern, environmentally friendly, and non-imposing cat condo that was appealing and entertaining. Embracing the well known fact that cats are attracted to cardboard boxes, Caboodle is manufactured entirely of thick double wall corrugated cardboard. Incorporating simple, relaxed lines and a neutral white exterior that contrasts well with the organic look of the cardboard – Caboodle integrates well with almost any decor.

As an added bonus every Caboodle comes with three free Tumblorz™ cat toys. Made from Caboodle scrap, Tumblorz™ are wobbly rolling balls that keep cats active and entertained!

Caboodle Habitats for Cats are made in the USA with soy based inks and are 100% recyclable. Visit [www.caboodlecats.com](http://www.caboodlecats.com) for testimonials, product photographs and additional information.

ABOUT INPLAY PRODUCTS, INC.: InPlay Products Inc. designs and manufactures fresh, unique, and sustainable pet products in the USA.

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## **FAST FACTS**

Caboodle Habitats for Cats were first introduced in October 2008.

Caboodle are made in the USA at a plant that manufacturers corrugated greatly reducing the product's carbon footprint in manufacturing.

Caboodle are made with 40% recycled content and is 100% recyclable, packaging included.

All bi products created in the manufacturing of Caboodle are recycled, including the ink.

Only non-toxic soy based inks are used for printing.

Caboodle is sold online and through specialty retailers nationwide.

Caboodle can support all cats. Put to the test, Caboodle easily held 18 heavy phone books (5 stacked on the second level and 13 on the top) totaling over 65 pounds of direct weight.

Caboodle is made with 350lb double wall corrugated – more than twice as thick as your average shipping box, and extremely durable.

Caboodle can be connected to create cool structures for curious cats.

Caboodle is designed to be customized by the user. The off white exterior encourages users to decorate with non toxic, markers, crayons, pencils or stickers.

Caboodle is used in pet shelters because it easy to move, durable, playful and inexpensive. Furthermore Caboodle does not attract fleas.