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FOR IMMEDIATE RELEASE

CAT CONDOS GO CREATIVE WITH CABOODLE™

SAN FRANCISCO, CA – July 1, 2009 – Caboodle™ Habitats for Cats are quickly finding their way into feline loving family homes. Sustainably designed with thick, heavy gauge corrugated cardboard and soy based inks, Caboodle offers a unique activity not commonly found in pet products – doodling.

Caboodle's white washed panels beckons users to customize the product with non-toxic markers or stickers, creating a fun activity for a family to welcome home a new cat or kitten. If getting creative is not your style, Caboodle's simple, relaxed lines and neutral white exterior integrates well with almost any decor.

Thoughtfully designed with playful peek-a-boo holes, customizable interior passageways, contoured grooming edges and a modest footprint, Caboodle Habitats for Cats fit comfortably 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's 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 made with durable, thick 350lb test double wall corrugated cardboard that easily supports any cat.

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

Caboodle Habitats for Cats are sustainably made in the USA with soy-based inks and are 100% recyclable. Please visit 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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