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KatLoo Introduces New Concept for Transforming the Litter Box From Unsightly Mess into to a Charming Home Accent

Chicago (Rosemont), Illinois, October 5, 2007 – KatLoo, Inc. is introducing a fresh new approach to hiding the litter box in booth 4857, level two at H.H. Backers 41st Annual Pet Industry Christmas Trade Show. This national event will be held on October 12-14, 2007 at the Donald E. Stephens Convention in Rosemont, Illinois.

KatLoo™ is a three-sided, open top decorative litter tray enclosure made of white durable plastic. It is easy to assemble and does not use tools, fasteners, brackets, tape or glue. The flat display panels slide into the plastic extrusion slots and are held firmly in place by friction.

Customers can use the three attractive cat pictures included in the UPS shippable flat package or send in photos of their cats, ferrets, rabbits, kids, or favorite scenes and receive professionally printed images customized to fit the KatLoo™ enclosure. A clear plastic panel is provided to protect the cat photos, your snapshot prints, wallpaper or kids' drawings of their pet. KatLoo™ does not include a litter tray. Simple assembly is required.

"I have four cats and struggled for years to keep my cats' litter tray neat and clean and to prevent the litter from being scattered all over the floor by my cats. I wanted to keep the litter box in a convenient living area but was embarrassed when I had friends over. I couldn't find anything that met my needs," explained KatLoo™ inventor and company owner Jerri Mitchell. "I started thinking about the perfect solution, talked to a lot of other cat owners, and then designed KatLoo™ using www.designKDA.com. Both pet owners and the pets that use KatLoo™ love the privacy and readily use it!"

About KatLoo. KatLoo, Inc. was founded by Registered Nurse and cat lover Jerri Mitchell to market her patented invention the KatLoo™ Litter Box enclosure. Designed as a sleek, stylish, and an attractive way to conceal the litter box, KatLoo™ is easy to keep neat and clean, is simple to assemble and move, and provides privacy and comfort for even the most finicky Feline, Ferret or Rabbit.

For additional information about KatLoo, call John Howard or Jerri Mitchell at (630) 495-9466 or visit the KatLoo web site at www.KatLoo.com. Visit booth 4857, level two at H.H. Backers 41st Annual Pet Industry Christmas Trade Show on October 12-14, 2007 at the Donald E. Stephens Convention in Rosemont, Illinois. For more information about the show, visit www.hhbacker.com/hhbacker/x07tradeshows.asp.

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