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Cat Fancy Magazine Names ScoopFree "Trendy Feature of the Month"

CHICAGO--(BUSINESS WIRE)--Aug. 3, 2006--Chicago-based Lucky Litter LLC, maker of the ScoopFree(TM) automatic litter box that you can leave alone for up to 30 days, is pleased that Cat Fancy magazine focused on ScoopFree as its trendy feature of the month in the "What's New Pussycat?" section of its September issue now on newsstands.

"We're delighted that the leading magazine for cat lovers recognizes the innovation and new level of convenience that ScoopFree brings to cat care," said Alan J. Cook, president of Lucky Litter. "ScoopFree is the future of kitty litter in America."

"It's safe for your cat and convenient for you," Cat Fancy reported.

Lucky Litter has an exclusive license with the Clorox Co. (NYSE:CLX) to use Fresh Step(R) Crystals litter in ScoopFree cartridges.

"At Clorox our focus is on developing and marketing products that make people's lives easier," said Tracy Lessin, Brand Manager, Fresh Step Crystals cat litter. "ScoopFree is right in line with this strategy."

The unique features of ScoopFree and its litter cartridges featuring Fresh Step Crystals were highlighted in Cat Fancy's report.

"The (Fresh Step) Crystals trap urine odor longer than clay litter and don't clump when they get damp, allowing ScoopFree to automatically clean itself without causing clogs," Cat Fancy said.

ScoopFree is available at selected Petsmart stores and can be purchased online at Petsmart.com, Target.com, Costco.com and Amazon.com.

For more information on the ScoopFree automatic litter box, visit www.scoopfree.com.

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