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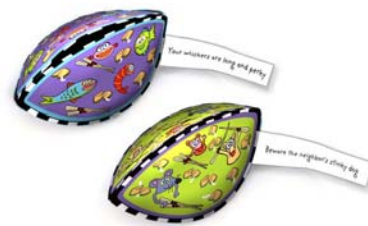
Global Pet Expo Booth #820

COMING SOON FROM BAMBOO®: NEW FAT CAT TOYS FOR CATS DEBUT AT GLOBAL PET EXPO

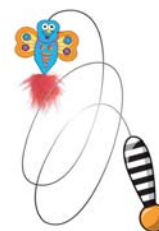
NORTH HILLS, Calif., (Feb. 14, 2008) – Bamboo, the pet care division of Munchkin Inc., will introduce a variety of zany cat toys under the Fat Cat, Inc. brand at Global Pet Expo, the pet industry's largest annual trade show, Feb. 14-16 in San Diego.

Be sure to visit Bamboo and experience the cat toys in action at booth #820! Some of the new irresistibly tempting products to debut include:

- **Zoom Stuffers™** - Stuff 'em! Cram it! Pack 'em! Jam it! No matter your technique, your kitty's gonna love Zoom Stuffers cat toys! What's the big whoop-dee-doo? Well, these wacky toys are just waiting to be stuffed with our fantastically fragrant Zoom Stuffers Catnip Pods, which are filled to the brim with our world-famous Zoom Around the Room® high-test organic catnip.
 - **Zoom Stuffers Catnip Toys** - This crazy trio of cat, mouse, and rabbit characters feature a pouch that is made to be stuffed with one of our Zoom Stuffers Catnip Pods. Just stuff the pod that's included, and let the party begin!
 - **Zoom Stuffers Catnip Fortunes** - We just know that every kitty's gonna crave this takeout treat! Designed for supreme airborne possibilities, these refillable cookies will keep your kitty busy for hours! Just slip in one of our fantastically fragrant Zoom Stuffers Catnip Pods (included inside!) for ultimate kitty activation!
 - **Zoom Stuffers Catnip Pods** – Fantastically fragrant and stuffed to the brim with our world-famous Zoom Around the Room high-test organic catnip, Zoom Stuffers Catnip Pods are just the thang to drive your kitty wild with nippity dee-light! Sized to fit all of our Zoom Stuffers Catnip Toys (and any of your cat's favorite refillable cat toys), one whiff of the nip is sure to get your kitty's whiskers a-twitchin' and tail a-swishin'! Simply slip a Zoom Stuffers Catnip Pod into your cat's favorite refillable toy to get the party started!



- **CatFisher® Whipper Snapper™ Wand** – With one whip of this wand, your kitty will be performing amazing high-flying antics to get to the attached lure. What’s the attraction? Our CatFisher Whipper Snapper Wand features a bouncy wire with an interchangeable lure that’s packed with the good stuff – our world-famous Zoom Around the Room high-test organic catnip. What’s more, our lure is interchangeable with all of our Catfisher items! Yee-haw!



- **Fish Sticks™ Treat Dispensing Cat Toys** - Just the thang for any snack-happy kitty, our Fish Sticks are designed to help treats last longer. Simply open the tail fins to drop your kitty’s favorite treat inside, and let the snackin’ begin! All out of treats? No problem! Fish Sticks are loaded with our world-famous Zoom Around the Room high-test organic catnip to keep your kitty entertained long after the treats are gone!



- **ChitterChatter™ Talkin’ Catnip Toys** - Surprisingly soft and thoughtfully sized for ultimate kitty playtime, ChitterChatters are just the thang to get your kitties’ whiskers a-twitter! These little guys are packed with our world-famous Zoom Around the Room high-test organic catnip. We’ve even tucked in our favorite ChitterChatter chirping sound device that will drive kitties into a state of most frolicsome frenzy.



- **Vroom Around the Room™ Kitty Laser Toy** - No kitty can resist the wildly wondrous powers of our Vroom Around the Room™ Kitty Laser. Just hold the button down and that darn laser will drive even the most mellow-meowers into a frolicsome frenzy. Caution: May attract swarms of high-flying kitties! Run outta juice? Just replace the batteries and keep on vroomin’!



ABOUT BAMBOO & FAT CAT INC.

Headquartered in North Hills, Calif., Bamboo® is the pet care division of Munchkin Inc., a market-leading designer, manufacturer and distributor of baby accessories. Launched in 2004, Bamboo, upholds the Munchkin philosophy by developing clever, innovative pet products that excite, delight and make life easier, safer and more enjoyable for families. Bamboo understands that pets are an integral part of today’s family and deserve the same kind of high-quality, safe and innovative products that are created for children. After all, pets are kids too! In 2007 Bamboo acquired Fat Cat Inc., a leading designer of whimsical dog and cat toys – all created to make people & pets laugh. For more information, visit www.bamboopet.com and www.fatcatinc.com.

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