



Contact Information:

Shannon Supanich

Marketing Manager

Pioneer Pet Products, LLC

E-Mail: [Shannon@pioneerpet.com](mailto:Shannon@pioneerpet.com)

Website: [pioneerpet.com](http://pioneerpet.com)

**Pioneer Pet™ Launches SmartCat™ All Natural Litter**

FOR IMMEDIATE RELEASE

Cedarburg, Wis., March 11, 2014--Pioneer Pet™ is excited to announce the launch of the SmartCat™ All Natural Litter. Our litter is chemical free, clay free, fragrance free and solely grass-based. This product is not only biodegradable and earth friendly; it also out-clumps even clay litters. And it does all that, while remaining light in weight. You have to try it to believe it.

Pioneer Pet™ believes that you shouldn't have to inhale fragrance and dust whenever you pour or scoop litter. Since SmartCat All Natural Litter is more than 99% dust free, your litter box and surrounding area will be cleaner and healthier. Our litter eliminates odors because it absorbs liquids and clumps so quickly that odors don't even have a chance to release into the air. Light in weight but strong in performance, it works so well our secret process is patent pending.

"I'm so proud of this product," said Jon Supanich, Director of Sales and Operations. "We worked long hours to perfect it, and the result is an environmentally friendly product that requires no compromise. It's better than the clay litters out there in every way—in terms of performance, weight, cleanliness and earth-friendliness. I can't wait for consumers to try it."

**About Pioneer Pet Products, LLC**

Pioneer Pet creates products that enhance the quality of life for animals by providing for their behavioral needs. This mission sets us apart from other companies. Our products encourage the mental and physical stimulation of animals. Fittingly all our products are designed by behavior experts and are widely tested and approved before reaching the market.

Pioneer Pet is also associated with a non-profit behavior counseling service Cats International ([www.catsinternational.org](http://www.catsinternational.org)). Cats International is a reliable resource for intelligent and practical solutions for solving as well as preventing difficult behavior and training problems.

###