

FOR IMMEDIATE RELEASE

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PURPLE NEON ADDS FUN TO LITTER BOXES and PROFITS to YOUR STORE

Anderson, South Carolina, May 10, 2017 – Ultra Pet’s new product, PURPLE NEON Litter™ shifts the focus of litter choices from functionality to fun and color!

NEON Litter™ is a clumping crystal cat litter that now comes in four vibrant colors. Cat owners can use NEON Litter to make each litter box fill unique by mixing the colors. Bergren stated, “We are proud to introduce our new litter that brings fun and color to the litter box chore. Owners can even use the different colors of NEON Litter to create “litter box art” for their cat.”

NEON Litter™ is made of tiny silica gel crystals which are soft on cats’ paws and provide perfect odor control. NEON Litter™ is so effective that it only needs to be scooped twice per week to keep the box odor free.

The NEON Litter bags feature the company’s official “mascot” Max wearing sunglasses. Max’s twitter feed is @maxtheultracat and his blog is on the ultrapet.com website.

Purple NEON Litter™ is available March 2017. Media and pet product distributors are urged contact Ultra Pet for more information on this “Litter for people with Millennial Fun Spirits”.

Specials for the 2017 SuperZoo on Purple NEON Litter include:

Buy a case of Purple NEON and get 2 bags of any color of NEON Free.

Other specials on Litter Pearls, Better Way, and Ultra Clump cat litters will be available in the Ultra Pet booth.

Ultra Pet provides quality cat litters to North America and world markets. Its litter products include Better Way™, Ultra Pearls™, Ultra Monthly Monitor™, Ultra Lite™, NEON Litter™ and Litter Pearls™ – the first silica gel cat litter in the USA. Ultra Pet’s mission is: ***“To provide quality products that enhance the relationship between people and their pets”.***