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Press Release

Lucky Litter LLC Announces ScoopFree Automatic Litter Box Makes National Debut with Breakthrough No-Touch Convenience for up to 30 Days

CHICAGO, March 6, 2006 —

ScoopFree™ Features Fresh Step® Crystals Cat Litter in Exclusive Licensing Deal with Clorox



Chicago-based Lucky Litter LLC debuts the ScoopFree™ automatic litter box offering breakthrough no-touch convenience for up to 30 days.

Lucky Litter President Alan J. Cook is seen here with company mascot Lucky the Cat, who is enjoying his ScoopFree automatic litter box, featuring cartridges filled with Fresh Step® Crystals cat litter in an exclusive licensing agreement with The Clorox Company. "ScoopFree is the future of kitty litter in America," Cook said.

(Photos: Business Wire)



Chicago-based Lucky Litter LLC debuts the ScoopFree automatic litter box offering breakthrough no-touch convenience for up to 30 days that promises to revolutionize cat care.

Company mascot Lucky the Cat is seen here enjoying his ScoopFree automatic litter box, featuring cartridges filled with Fresh Step Crystals cat litter in an exclusive licensing agreement with The Clorox Company.

(Photos: Business Wire)

Lucky Litter LLC announced today the national debut of the ScoopFree automatic litter box that allows cat lovers to leave their kitty litter box alone for up to 30 days, revolutionizing cat care.

"It's a completely hands-free litter box for up to 30 days — no scooping, no cleaning, no emptying or refilling," said Alan Cook, President of Chicago-based Lucky Litter LLC. "ScoopFree is the future of kitty litter in America."

ScoopFree is making its debut at selected PetSmart stores, PetSmart.com, Costco.com and other fine retailers nationwide.

"We are pleased with the positive consumer response to the new ScoopFree automatic litter box. It revolutionizes litter box care with unprecedented convenience and odor control," said Eddy Roddick, Assistant Buyer in the Ecommerce Division of Costco Wholesale Corp. (Nasdaq: COST)

"With nothing to scoop or clean and nothing to refill, ScoopFree will change the way people think about and care for their cats," Cook said.

ScoopFree uses a disposable cat litter cartridge that comes with Fresh Step Crystals cat litter in an exclusive licensing arrangement with the Clorox Pet Products Co. (NYSE:CLX).

"We carefully review requests for licensing agreements to ensure a strong fit with our corporate and brand strategies," said Steve Silberblatt, Vice President Business Development for The Clorox Company. "We are pleased to have signed an agreement with Lucky Litter LLC, the makers of the ScoopFree(TM) automatic litter box. Lucky Litter is the first company we have licensed to use the Fresh Step(R) brand name and the Fresh Step Crystals cat litter formula which, versus other crystal litters, provides unbeatable odor control."

Fresh Step cat litter -- America's most popular premium litter brand -- uses breakthrough technology to lock in odors and absorb wetness on contact.

"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. We're very pleased to be part of the introduction of this unique product."

The ScoopFree automatic litter box relies on patent-pending technology to be totally automatic, maintenance-free and hands-off between monthly litter cartridge changes, although multiple cat households will need to change cartridges more often. An infrared beam starts a countdown timer after a cat leaves the box. The Fresh Step Crystals cat litter immediately begins to lock in odor, absorb wetness and dry out solid waste. After 20 minutes, the ScoopFree rake automatically moves solids into a covered trap built into the cartridge. The rake also quietly grooms and smoothes the litter, leaving no waste behind that might cause odor.

"We are so confident that cats and cat lovers will both be pleased with ScoopFree's flawless performance -- month after month, year after year -- that we offer the most comprehensive consumer guarantee and warranty in the industry," Cook said. Lucky Litter LLC offers a 90-day "no questions asked" guarantee that allows consumers to return the litter box to Lucky Litter for a full refund and a one-year warranty on replacement parts and repair. Consumers can learn more about ScoopFree at www.ScoopFree.com.

"The ScoopFree litter box is fantastic," said cat lover Amy Duncan. "It takes so little effort to keep things clean and fresh."