

Introducing New Catit Design SmartSift Easy, No-mess Cat Litter Maintenance

Makes Litter Changes so Convenient

MONTREAL, Canada – September 11, 2012 – Rolf C. Hagen Inc. is pleased to announce Catit Design's new SmartSift, a remarkably innovative litter sifting system that takes the chore out of litter maintenance.

SmartSift includes many convenient features, including a large swinging door that allows easy access for cats of all sizes.



New Catit Design SmartSift is a simple yet innovative litter sifting system that does the scooping for you. So you can say goodbye to your litter scooper!

To refresh the cat litter pan, all you have to do is pull the lever—it's that simple. It's so easy and mess-free, even a child can do it.

The lever activates an automated and noiseless Pull and Refresh action that quickly and efficiently refreshes the litter pan, while collecting waste in one easy operation. Clean litter is recycled back into the pan and waste clumps are deposited in a lined collection bin for easy disposal. Replenishing the litter is also easy—simply open the maintenance access door and add as needed.

SmartSift is a safe manual system, with no motorized pieces that can heat up or fail over time and no expensive electronic parts to replace. This eco-friendly feature is quiet and safe, making it very cat friendly.

SmartSift's sealed design prevents tracking and controls dust. Moreover, it comes with an integrated carbon filter to absorb odors inside the pan.

To refresh the cat litter pan, simply pull the lever. It's fast, easy and mess-free.



Other unique features include:

- A large swinging door that allows cats to enter/exit easily
- Clear-View Access Window that allows easy monitoring of litter
- Pull-out Waste Bin that collects waste clumps for easy disposal
- Maintenance Access Door that allows you to easily replenish litter



Waste bin liner

SmartSift includes a custom-fit biodegradable liner for the cat pan as well as one for the pull-out waste bin, making litter management and disposal easy and convenient.

SmartSift is suitable for cats of all sizes and clumping litters. It comes with biodegradable liners for the cat pan and a pull-out waste bin for easy litter disposal.

For more information about new Catit SmartSift, visit catitsmartsift.com.

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Dogit, Catit, Nutrience, Laguna, Living World, Tropicana, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

About Catit

A member of Hagen's extensive brand family, Catit makes practical, easy to use, and convenient products that specifically meet the needs of fussy felines. Catit products are designed to satisfy a feline's exacting needs, whether it's for housing, transportation, litter accessories, scratchers, dishware or toys. Catit Design, Senses, Home, Clean, and Voyageur products target specific feline and household needs.