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OurPet's Company (OPCO) Has a New Natural Solution to Your Cat Litter Woes

OurPets® Switchgrass Natural Cat Litter™ With BioChar Launches at SuperZoo Booth #10219

FAIRPORT HARBOR, OH--(Marketwired - Jul 29, 2016) - Every cat-owner's dream has finally come true with the introduction of a litter that is all natural, highly absorbent and eliminates that dreaded litter box smell.

After years of extensive product development and testing, OurPet's Company (OTCQX: [OPCO](#)) is introducing Switchgrass Natural Cat Litter™ with BioChar that has been top ranked amongst competitors through third party testing. OurPet's will be showcase the cat litter at their SuperZoo booth, #10219, in Las Vegas, NV.

OurPets® Switchgrass Natural Cat Litter™ with BioChar is biodegradable, all natural, sustainable, and is a non-food alternative to the other corn or wheat based natural cat litters in the marketplace. Switchgrass is a hardy, natural grass native to North America that does not require fertilization or the use of chemicals during growth. Historically, switchgrass has been used for flood control, not for feedstock.

Biochar is made using the pyrolysis process to convert natural wood chips to an activated, non-marking carbon that is proven to be highly odor and moisture absorbent. During pyrolysis, the volatile gases are collected and used as clean burning fuel while the CO₂ is trapped in the pine wood with minimal CO₂ release into the atmosphere.

Together, switchgrass and biochar combine to make a strong clumping cat litter that is safe, highly moisture and odor absorbent, biodegradable, lightweight, and made in the U.S.A. from sustainable ingredients. OurPets® Switchgrass Natural Cat Litter™ will be sold in 10 and 20 pound bags and will be available for retail August 2016.

For more information on OurPet's and their new products, visit www.ourpets.com or stop by their SuperZoo booth #10219.

About The OurPet's Company

The OurPet's Company (OTCQX: [OPCO](http://www.ourpets.com)) designs, produces and markets a broad line of innovative, trend-setting pet products and accessories sold under the OurPets® and Pet Zone® brands domestically and internationally.

OurPets® and Pet Zone® products are sold through leading pet specialty retailers, food, drug and mass merchandisers, direct-mail catalog and internet retailers. Since its founding in 1995, the OurPet's Company has been building an extensive intellectual property portfolio with more than 160 patents in either issued or pending status all devoted to solving problems related to the human/pet bond. OurPet's was named a Weatherhead Top 100 Fastest Growing Company in Northeast Ohio in 2013 and has been a Lake-Geauga County Fast Track 50 Hall of Fame local business success winner for the last eight consecutive years. In addition, the OurPet's Company was named 2015 Business of the Year by the Painesville Area Chamber of Commerce. Investors and customers may visit www.ourpets.com and www.petzonebrand.com for more information about the Company, its products and brands.