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CONTACT:

Bill Bates (866) 493-6999

bill@duckyworld.com

Digital images available

DuckyWorld introduces “The Smaller Version Of Our Other Rack” The award-winning catnip POS rack

Cat lovers can't resist organically grown catnip at eye level

MINNEAPOLIS- June 20, 2010 – To borrow a line, the best stuff just got better. DuckyWorld has introduced a new smaller point-of-sale floor rack for YEOWWW![®] organically grown catnip products.

“If you think cats go crazy over our catnip, wait until you see how cat owners react to our hot new rack,” says DuckyWorld Founder Kevin Duck. “This is one of the highest profit centers per square foot than anything else in your store. We’ve redesigned our original award-winning rack, which features three customer-friendly tiered trays and ample space to hang additional items on a compact footprint of 2.5 square feet (19”x12”x58”).

OK, sure; of course DuckyWorld loves their new rack. But we aren’t the only ones taking note. We are very proud to say that “The Smaller Version of Our Other Rack” has won the 2010 Pet Product News Editor’s Choice Award for best new product. Now that’s cool!

The secret to the racks’ high visibility—and profitability—is two fold, explains Duck.

“We put them at about eye level—58 inches tall—and with the wild graphics adorning the display head, it really grabs your attention. Stacked with YEOWWW![®] catnip toys and placed on an end cap or at the checkout line, they’re irresistible to cat owners.”

This outstanding design comfortably fit a supply of 12-14 YEOWWW![®] catnip toys, so you can feature your entire YEOWWW![®] lineup in one place without rearranging your store. The wood racks assemble in 10 minutes with single screwdriver.

Best of all, Duck notes, the rack is **totally free** with the purchase of a prepackaged assortment of YEOWWW![®] catnip products including a jug of 51 Stinkies. Stinkies are the purrr-fect impulse item for your extra-special feline friend.

“This is a terrific way for even small pet retailers to establish an instant catnip department, especially with our new display on a smaller footprint,” Duck notes. “And,” he adds with a Cheshire Cat grin, “it gives us an opportunity to make cheap jokes about big and small racks.”

A bonus with the YEOWWW![®] Display Rack is DuckyWorld’s unbeatable G-PEP (Guaranteed Product Exchange Program) 60-day return policy.

“We really don’t have much of a problem with returns,” says Duck. “YEOWWW![®] catnip toys sell through fast enough to allow retailers to always maintain fresh catnip in their inventory. However, our customers find it’s especially convenient for stocking seasonal and holiday items without worrying about overstocking.”

YEOWWW![®] organically grown catnip toys are sold at finer pet stores, gift shops and animal centers throughout the United States, Canada, Europe, Asia, and Australia. Visit our website at www.duckyworld.com to see the full YEOWWW![®] Catnip product line. Or call (866) 4-YEOWWW (866-493-6999).

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