

# CatsOnDeck Launches New Promotion Campaign

## Not just containment – Let’s talk Environmental Enrichment!

**Tallahassee, FL – January 31, 2012** – “from day one we have focused on creating an easy to assemble safe enclosure for cat safety.” says Jim Montgomery, Chief Operations Officer. “We had the mind set that we were in the business of cat containment. But not for long! There was a pronounced difference in the demeanor of my own cats after we built our first prototype three years ago and began developing and adding our accessories. We had created an environment that immensely enriched their lives. They absolutely loved being in it, and the periodic bickering and squabbles slowly went away to a point of rare occurrences!”

Last September, CatsOnDeck released the new ‘Tower of Meows’ kits on a national television morning show, and the company has experienced a significant rise in sales. “People love their cats and want the best for them.” adds Montgomery. “It soon became obvious that customers realized we were providing an environment that was not only secure, but also would be a lot of fun for their cats! Soon, orders for our accessories with kit purchases quadrupled.”

“The Tower Of Meows were created for people who do not have a whole lot of room for our typical enclosures.” states Montgomery. “They only take up 7.5 square feet of floor space, but provide 16.5 square feet of vertical living and play surface for the Queen tower, and 25 square feet for the King tower. Perfect for small condominiums or apartments with not a whole lot of room on a deck or porch, and ideal for the cats that love all the different levels they can experience. Tower customers tell us that typically it’s a ‘race to the top’ every time they let their cats into it. Many customers purchase one of our standard kits and add a tower as well.”

Cats are vertically oriented, and CatsOnDeck has developed accessories that deliver on this fact in a big way. “We have created an environment where a cat can do what it loves to do, and do well! Be a cat!” states Montgomery. “We have single and double level lofts that sit on top of our enclosures, plus ramps, kitty cubby’s, huge shelves, benches and side perches, litter box modules and much more! Cats soon realize that this new environment is secure and they do not have to be on constant alert for any danger lurking out there somewhere. Plus, there are all these nooks and crannies for play and sleep! Now that’s real environmental enrichment!”

The company is changing it’s marketing posture from ‘secure cat containment’ to also include the ‘environmental enrichment’ aspect. “We recently initiated a 13 week advertising campaign on a weekend radio program at Animal Radio (animalradio.com), and also in the process of restructuring our print ads and web site accordingly. For more information about the company and it products, please visit <http://www.catsondeck.com>

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