



THE CAT FANCIERS' ASSOCIATION, INC.

World's Largest Registry of Pedigreed Cats

FOR IMMEDIATE RELEASE

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RAVE REVIEWS POURING IN FOR CFA'S NEW iPhone APPLICATION

MANASQUAN, NJ -- March 30, 2010 -- The Cat Fanciers' Association, Inc.™ (CFA™) announces the release of "CFA Cat Breeds", an iPhone application that introduces users to the 40 recognized breeds of the pedigreed cat. Reviews have described the application as "innovative" and "a work of art" and it is being highly recommended on social networks such as Twitter and Facebook.

Feline breeds including the fluffy Persian, the wavy coated Cornish Rex, the elegant Oriental, and the hairless Sphynx are all showcased through dynamic photographs by Richard Katris (Chanan). All breed profiles provide breed history and personality tidbits, while the breed standard gives a definitive description of each breed and its associated colors.

Options allow users to save their favorite breeds for easy access at a later date, as well as email recommendations to their friends.

"We are very excited about this new application that provides users with intimate details of each of the 40 breeds recognized by CFA," said CFA President Pam DelaBar. "Now people can have their favorite breed information available at their fingertips. With the use of mobile devices rising dramatically, this application can't help but increase the stature of the pedigreed cat."

Developed by red82, the application costs \$1.99 and is available for download from Apple's iTunes and iPhone application stores.

For further information, please contact Allene Tartaglia
732-528-9797 or email cfa@CFA.org. Graphics available by request to cfa@CFA.org.

Download sites:

Apple iTunes Store - <http://www.apple.com/iTunes>

Apple iPhone Store - <http://www.apple.com/iphone/apps-for-iphone>

About The Cat Fanciers' Association, Inc.™

Founded in 1906 as a non-profit association of member clubs, The Cat Fanciers' Association, Inc. (CFA) is the world's largest registry of pedigreed cats. To date, CFA has registered more than 2 million pedigreed cats throughout the world. CFA's mission is to preserve and promote the pedigreed breeds of cats and to enhance the well-being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide. The CFA, headquartered in Manasquan, New Jersey, administers rules for the management of cat shows and promotes the interest of breeders and exhibitors of pedigreed cats. Our breeders, exhibitors, judges and fans span the globe, annually hosting over 450 competitions on four continents CFA and its affiliate clubs work nationally with local shelters, at a grassroots level, to help humanely reduce homeless and feral cat populations, and to encourage voluntary neuter/spay of pet cats. CFA has been instrumental in the development of several international charitable organizations such as CFA Disaster Relief, The Winn Feline Foundation and cat rescue and re-homing groups. They support important programs such as the Mentor Program for new breeders and the Ambassador Program for spectators who want to learn more about cat shows and pedigreed cats. For more information about The Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit www.cfa.org.

About red82, Inc.

Red82 was founded in 2002 on the principle that software should be beautiful. A relentless commitment to function, and purity of design, is the core of its approach to custom software development. These ideals have allowed red82 to successfully deploy to the Aerospace, Marine, and Consumer Mobile environments. In 2010, red82 released "CFA Cat Breeds" for The Cat Fanciers' Association, Inc.

More information about red82 can be found at red82.com.

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