



THE CAT FANCIERS' ASSOCIATION, INC.

World's Largest Registry of Pedigreed Cats

FOR IMMEDIATE RELEASE

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CURRENT UPWARD TRENDS IN PET CARE SPENDING EXPECTED TO CONTINUE DURING 2010

Manasquan, NJ -- March 22, 2010 -- According to statistics released recently by the American Pet Products Association (APPA), 2010 will be a banner year for sales of pet products and services. Consumers spent \$45.5 billion on products and services for their pets during 2009, a 5.4% increase over expenditures during 2008. APPA predicts that sales will reach \$47.7 billion during 2010. An increase in the sales of pet products will benefit The Cat Fanciers' Association, Inc. (CFA) which offers cat owners a wide variety of products for felines. The product range, from ingenious and reliable cat toys to carriers that ensure the safety of pets when traveling, are all branded through CFA's licensing agreement with 4Kids Entertainment.

Sales of CFA branded products have soared as both retailers and consumers find them to be very popular. Backed by CFA's century old expertise in felines, the products are of excellent quality. CFA's line of branded toys provide a high entertainment value for cats, with the "house mouse" continuing to be the all-time top selling cat toy in PetCo company history. Positive comments from consumers prove that they appreciate the quality at a fair retail price.

Without doubt, cats are the number one pet in the USA. Studies indicate there are 93.6 million owned cats in the US, with 33% of homes (38.2 million) owning at least one cat. Multi-cat homes number 56% of the 38.2 million cat-owning homes. Of those owned cats, 87% have been voluntarily neutered or spayed.

Despite the recent troubled economy, pet owners have maintained a solid and consistent level of care for pets, as well as increased the dollar amount actually spent on them. The average cost paid per vet visit is \$203.

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As a result of the popularity of the cat as a pet, CFA continues to see increases in funding of programs by corporate sponsors and has recently renewed sponsorship contracts with several companies. Additional companies continue to express an interest in new partnerships with CFA.

An upcoming complete redesign of CFA's extremely popular web site, CFA.org, will enable the Business Development Committee to offer long-awaited advertising opportunities to sponsors as well as special offers to web site visitors. A soon-to-be-launched website, CatsCenterstage, is being produced by CFA's Outreach and Education committee and will offer feline education mixed in with exciting new opportunities for all cat owners.

For additional information please contact Allene Tartaglia, 732-528-9797 or email CFA@CFA.org.

About The Cat Fanciers' Association

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 the uniqueness and beauty of 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. CFA breeders, exhibitors, judges and fans span the globe, annually hosting over 400 competitions on four continents. CFA and its affiliates work nationally with local shelters, at a grassroots level, to help improve the problem of stray cats and abuse, and to encourage voluntary neuter/ spay programs. CFA has been instrumental in the development of several international charitable organizations such as CFA Disaster Relief and The Winn Feline Foundation. To learn more about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit www.CFA.org.

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