



The Cat Fanciers' Association, Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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CFA and Simon & Schuster Announce the Winners of the “Cutest Cat and Kid Digital Photo Contest”

MANASQUAN, NJ – October 14, 2007 – The Cat Fanciers' Association, Inc. (CFA), in partnership with Simon & Schuster, today announced the winners of their "Cutest Cat and Kid Digital Photo Contest". Hosted on CFA's web site for children, For Kids ... About Cats, the contest attracted over 160 entries from 37 US states and 3 Canadian provinces. The winners were announced at the CFAs Iams Cat Championship show held at Madison Square Garden, New York City.

The grand prize winner, highest scoring in the judging by a panel of 5 judges, is a photo of Matthew with his cat, Bijou. The photo was entered by Matthew's mother, Jennifer Collins of South Carolina.



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Matthew, now 7 years old, was 3 when the photo was taken. "I am floored that the photo won! I am also touched as Bijou passed away since the photo was taken, but it still remains a favorite of ours," said Jennifer when notified that her entry had won.

As the grand prize winner, Matthew and Jennifer will receive copies of 15 Simon & Schuster children's and adult books, as well as a large selection of CFA branded products, plus a PetSmart™ gift coupon, coupons from Iams™ for cat food and Dr. Elsey's® for litter.

"We are thrilled with the response to the contest," said CFA President Pam DelaBar. "This photo contest was an excellent opportunity for cat owners to show the wonderful and loving relationship that children have with their pet cats. We received many beautiful photos, all portraying the love that kids have for cats, and vice-versa."

Julie Powell Christopher, Associate Director of Marketing for Simon & Schuster's Children's Publishing Division, said, "We are excited to have partnered with The Cat Fanciers' Association in this photo contest to celebrate the launch of the children's book, *Hello, Calico!* by Karma Wilson."

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In addition to the grand prize winner, 4 second prizes, and 15 third prizes were also awarded. A complete list of winners and the winning photos is available at kids.cfa.org.

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 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 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 our web site at www.cfa.org.

About Simon & Schuster

Simon & Schuster, a part of the CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, and the United Kingdom. For more information, visit our website at www.simonsays.com

Simon & Schuster Children's Publishing, one of the leading children's book publishers in the world, is comprised of the following imprints: Aladdin Paperbacks, Atheneum Books for Young Readers, Libros para niños, Little Simon®, Little Simon Inspirations(tm), Margaret K. McElderry Books, Simon & Schuster Books for Young Readers, Simon Pulse, Simon Scribbles, and Simon Spotlight®. While maintaining an extensive award-winning backlist, the division continues to publish acclaimed and best-selling books for children of all ages. In addition to numerous Caldecott, Newbery, and National Book Award winners, Simon & Schuster publishes such high-profile properties and series as Eloise, Olivia, Raggedy Ann & Andy(tm), Henry & Mudge®, The Hardy Boys®, Nancy Drew®, The Spiderwick Chronicles, Charles M. Schulz's Peanuts®, Nickelodeon's® Dora the Explorer®, Blue's Clues® and SpongeBob SquarePants®, and Mirage studios' Teenage Mutant Ninja Turtles(tm). For more information about Simon & Schuster Children's Publishing, visit our website at www.SimonSaysKids.com.

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