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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Now Accepting Entries for the 2nd Annual “Cutest Cat and Kid Digital Photo Contest”

MANASQUAN, NJ – August 1, 2008 – The Cat Fanciers' Association, Inc. (CFA), in partnership with Simon & Schuster, today began accepting entries for their "Cutest Cat and Kid Digital Photo Contest." Submissions will be accepted between August 1 and September 15. Full details are available on CFA's web site for children, For Kids ... About Cats at kids.cfa.org. The contest is open to legal residents of the 50 United States, the District of Columbia, and Canada (excluding Quebec), with the deadline for receipt of entries being 11:59PM EST, September 15, 2008.

“This photo contest is an excellent opportunity for cat owners to portray the wonderful and loving relationship that children have with their pet cats,” said CFA President Pam DelaBar. “We look forward to receiving many photos of adorable kids and their cats.”

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Cutest Cat and Kid Digital Photo Contest

"It's a well-known fact that kids love both cats and books," according to Julie Powell Christopher, Associate Director of Marketing for Simon & Schuster's Children's Publishing Division. "We are excited to be partnering with The Cat Fanciers' Association in this photo contest to celebrate the launch of the children's book, *Hello, Calico!*"

There are now four titles available in the board book series featuring "Calico" from bestselling author Karma Wilson and illustrator Buket Erdogan, published by Little Simon, a division of Simon & Schuster Children's Publishing. The four titles are: *Hello, Calico!*, *Uh-Oh, Calico!*, *Friends for Calico!*, and *Play Nice, Calico!* (September).

The online digital photo contest offers prizes provided by Simon & Schuster, and also includes a variety of CFA branded products. The grand prize winner for the contest will be announced on October 19, 2008, prior to the Best-of-the-Best judging at the CFA-Iams Cat Championship show, to be held at Madison Square Garden, New York City.

There will be 1 grand prize winner, 4 second prizes and 15 third prizes awarded. The grand prize will include an illustrated rendering of the winning photo by Buket Erdogan, illustrator of the Calico series by Karma Wilson. The Average Retail Value of all prizes combined will be over US \$1,500.

Full contest details, rules and online entry form are available at <http://kids.cfa.org/photo-contest.html>.

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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 Children's Publishing, one of the leading children's book publishers in the world, is comprised of the following imprints: Aladdin, Atheneum Books for Young Readers, Libros para niños, Little Simon®, Little Simon Inspirations™, 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 bestselling 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™, Henry & Mudge®, The Hardy Boys®, Nancy Drew®, The Spiderwick Chronicles, Jon Scieszka's Trucktown, Nickelodeon's® Dora the Explorer®, Wonderpets® and SpongeBob SquarePants®, and coloring & activity books for Universal's Curious George®. For more information about Simon & Schuster Children's Publishing, visit our website at <http://www.SimonSaysKids.com>.

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