Cat Welfare Association is *CATDVD.com Cares Award* Recipient

In the hustle and bustle of today's disposable world, it's nice to see someone taking the time to care for the safety and welfare of one of America's most vulnerable populations—our pets.

That's why the makers of CATDVD have created the quarterly CATDVD.com Cares award, which designates a portion of the proceeds of the sales of CATDVD to a worthy cause. The award is designed to recognize individuals and organizations whose service and efforts benefit the welfare and well-being of our beloved pets.

CATDVD
107 E. Blake Ave.
Columbus, OH 43202-2907
www.catdvd.com

It's a privilege for CATDVD to recognize the Cat Welfare Association with our second quarterly CATDVD.com Cares Award. Cat Welfare was founded in 1945 by a small group of people who saw the need to help stray and abused cats in the Columbus area. Cat Welfare is a non-profit organization promoting the better care and understanding of cats while providing for the physical welfare of homeless cats and kittens.

The CATDVD.com CARES Award program is our way of recognizing those who are making a positive difference in the lives of our furry friends. **CATDVD was proud to honor The Cat Welfare Association as the recipient of the second CATDVD.com Cares Award. Cat Welfare Association was presented with a plaque and a check (based on quarterly CATDVD sales) at Cat Welfare's facilities on Wetmore Road on Oct 13 2005 at 2:30 p.m.**

In addition to the check and plaque, CATDVD built a TV and DVD player system and a complimentary copy of CATDVD to be provided to Cat Welfare for use in the adoption area. CATDVD can now be played for the cats living at the shelter that are waiting to find homes. In addition, by simply mentioning The Cat Welfare Association when placing your order, CATDVD will donate a portion of every purchase to the shelter.

The cats taken into the care of Cat Welfare are strays and frequently have been abused or injured. Cat Welfare gives them plenty of tender loving care along with any necessary medical treatment they might need. Their shelter provides a home for these cats and kittens until they are adopted — whether it be for a short time or if they live out the rest of their lives in the Cat Welfare shelter.

Here are just a few of the many accomplishments and facts about the Cat Welfare Association.:

- CAT Welfare is in its 60th year of operation as a no-kill non profit pet rescue shelter.
- Cat Welfare provides housing, feeding and medicating an average of 250 cats daily.
- In 2004 alone, Cat Welfare adopted out 1,050 cats to happy homes.
- Cat Welfare has over 70 active volunteers who assist with adoption events, adoption follow-up, shelter maintenance, animal care, outreach opportunities and fund-raisers.
- Cat Welfare also maintains a low cost Altering Fund for pet owners who are in need of financial assistance to help get their pet(s) spayed or neutered. Since 1990, Cat Welfare has aided in over 15,000 cats in getting this important surgery.

Cat Welfare could not operate without its volunteers. There is a continuing need for help in all areas of their work. If you would like to help by becoming a member, volunteer, or contributor, please contact the **Cat Welfare Association 741 Wetmore Road Columbus, OH 43214 (614)268-6096 or www.catwelfareohio.com**

CATDVD is an exciting new product... a DVD designed for Cats to watch and enjoy. CATDVD features hours of unique cat-tested footage such as mice, butterflies, birds, fish, squirrels, hamsters, cat toys, laser pointers and more. It's television designed just to entertain cats and was featured recently on the cable TV show "Screensavers" on the G4 Network, as well as being featured in Columbus Monthly Magazine. CATDVD can be purchased by calling 1-888-214-0716 or at www.catdvd.com.

To find out more about CATDVD or to get a review copy or schedule an interview, please contact David Casto.

David Casto 614.893.6150
President, CATDVD 614.261.7444
dave@catdvd.com

Local Pet Rescue Center to be Honored by Local Business

CATDVD
107 E. Blake Ave.
Columbus, OH 43202-2907
www.catdvd.com

EVENT: CATDVD presents the Cat Welfare Association with the CATDVD Cares Award. A check, a plaque and a TV/DVD player will be presented to Cat Welfare recognizing their cat rescue and adoption efforts.

WHERE & WHEN: The presentation will be Thursday Oct 13 at 2:30 p.m. at Cat Welfare's shelter, 741 Wetmore Road Columbus, OH 43214

WHAT: The TV/DVD player is provided to let all the cats (about 250 on average) awaiting adoption to watch CATDVD. CATDVD is a locally produced DVD made for cats. CATDVD features mice, squirrels, fish and butterflies which can entertains bored housecats for hours.

FOR MORE INFO: See attached press release for in-depth information regarding CATDVD , the CATDVD Cares Award, and the Cat Welfare Association. A full press kit is available upon request.

To find out more about CATDVD or to get a review copy or schedule an interview, please contact David Casto.

David Casto 614.893.6150
President, CATDVD 614.261.7444
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FAX COVER LETTER

CATDVD
107 E. Blake Ave.
Columbus, OH 43202-2907
www.catdvd.com

to: This Week News - Clintonville

attention: Gary Semens
841-1781 ext 236

fax number: 841-0436

date sent: Oct 11 2005

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from: **CATDVD**
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David Casto, President

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FAX COVER LETTER

CATDVD
107 E. Blake Ave.
Columbus, OH 43202-2907
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to: SNP Press- The Booster

attention: Nikki Bornhurst
785-1212

fax number: 842-4760

date sent: Oct 11 2005

pages sent, inc. this page: 3

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