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100% Pure Design. No Filler

Concentrated Studios, LLC

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- *Television for cats!*
- *Now, even your cat can have its favorite TV show!*
- *Bored and lonely cats rejoice...  
your very own television show is here!*

# CATDVD



You've been there before. It's time to head off to work or out the door for an overnight trip and those cute eyes stare back accusingly at you. You're leaving your cat behind and it just doesn't feel right.

Cat owners feel guilty no more. A product designed to entertain your feline—and other furry friends—while you're away is here.

CATDVD is chock full of about 3 hours of all-original video footage featuring everything our feline friends love—birds, butterflies, fish, hamsters, cat toys, laser pointers, and mice to name just a few. Play any of the 15 specific chapters for your pet or hit random play and roll the dice for a unique show for kitty every time you play the video. The DVD can also be set to repeat your cat's favorite chapter.

This breakthrough in "CATertainment" was recently featured on the cable show "Screensavers" on the G4 network and has been a labor of love—nearly three years in the making—from Concentrated Studios (a Columbus, Ohio design firm). The studio's president, Dave Casto, is confident CATDVD will entertain your pet because every second of footage has been tested by his select panel. "Our dog and cat served as testers. If they didn't pay attention to something, it didn't go in."

Casto got the idea for the product after he and his business partners had ordered videotapes for their cat and were disappointed in the quality. "The other products were just recycling a short amount of poor quality footage," he said. "We got an idea on how to build a better mousetrap, and followed through and did it."

CATDVD retails for just \$19.95 and is available for immediate purchase on the website [www.catdvd.com](http://www.catdvd.com). You can even post pictures of your pet to be shared on the CATDVD PicPost or talk about your furry friend on the CATDVD Chat Board. The website also allows customers to nominate individuals or groups for CAT DVD's CARES award. The program designates a percentage of the DVD's overall sales to programs which benefits the overall welfare and safety of cats.

*Now even our pets can be entertained by a good television show...  
thanks to CATDVD.*

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

**David Casto**

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Create. Relate. Communicate.

