



NEW PRODUCT ANNOUNCEMENT
For Immediate Release

Contact: Brad Portelance
802-264-6055
nekoFeeder@yahoo.com

MULTI-PURPOSE SYSTEM SIMPLIFIES CAT FEEDING SCENE

Williston, VT--Feeding the family cat isn't always as simple as it seems--especially if there is a fat cat, two cats, a messy cat, a cat with allergies, or an eager dog on the scene.

The new NekoFeeder™ feline feeding system, allows a cat with normal weight full access to food anytime for self-feeding. A special trap door prevents an overweight cat, a cat with allergies, or a hopeful dog away from the food supply. The system includes a large, high-quality cat carrier/feeding box outfitted with a specially designed swinging door. The Regular system is controlled by a battery-operated tag on the cat collar to unlock the door, enabling the cat to enter the isolated space to eat. A cat with a restricted diet simply does not have the "key" for access. More than one family cat may use one NekoFeeder and up to four NekoFeeders can be used per household.

A NekoFeeder Lite version does not have the locking mechanism. This is the perfect solution for a household with one cat and one dog, and will keep the dog from access to the cat food--or to a litter box.

NekoFeeder has many other benefits:

- It gives a cat a peaceful "private space" retreat if there is tension with another animal in the house.
- It easily converts to a normal pet carrier.
- It can be used for small dogs.
- The NekoFeeder system is self-contained and keeps the spills of a messy eater in one tidy place.
- Its front door opening provides easy access to clean the box and to refill the food dish.

Adjusting to the new system depends on the individual cat personality. Even skittish cats learn to use the feeder within two weeks. Most cats will quickly learn to go into the box for treats with the door open. Once comfortable with coming and going from the space, it's an easy transition to learning to look for kitty's food dish in the NekoFeeder.

NekoFeeder was the invention of necessity. In 2000, designer Brad Portelance was given two kittens as a housewarming gift. Hana was a normal cat, but Neko grew quite plump. Portelance tried every possible way to control Neko's weight without upsetting Hana. Finally, in desperation, Portelance created the system with a locked door. On his controlled diet Neko has reached a healthier weight while Hana continues to enjoy the freedom of food on demand in her NekoFeeder. 'Neko' is the Japanese word for cat.

The regular NekoFeeder system costs \$199 (Without carrier \$149); The NekoFeeder Lite is \$149 (Without carrier \$99). For the locking model, color-coded keys are available in pink, yellow, blue or green. Due to the large cost of shipping the cat carriers, NekoFeeder recommends purchasing the carrier from a local pet store and the door system from them.

For additional information please contact NekoFeeder in Williston, Vermont, at 802-264-6055, or visit online at www.nekofeeder.com.

* * * *

