

KITTLE & CO.

LAUNCH PRESS RELEASE

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FOR IMMEDIATE RELEASE

Kittle & Co. Announces Adorable and Practical Pet Solution

Comfy Kitty, Happy Human

Long Beach, CA – January 2023 – Today Kittle & Co. announced the availability of its flagship product, the kitten swaddle, also known as, the Kittle.

The inspiration for the Kittle came from Kittle & Co.’s own CIO, Adam Sharief, who created the prototype in his home. Swaddling his 10-week-old kittens Bella and Gigi became a necessity during nail cutting time as the squirmy sisters would escape his grasp and dart away in a flash. He said of the experience, “they’re rascals, but they’re worth it.” Thus, the Kittle was born.

Joining Adam on Kittle & Co.’s executive team is CEO Kathy Borkoski, who brings a wealth of knowledge from the fields of information technology and product management. At her side is COO Carmen Guzman, who will leverage her human capital expertise to lay the groundwork for an effective production plan. CFO and Controller, Angel Martinez and Ashely Vino, who are experts in financial planning, will ensure the team makes sound fiscal decisions. Rounding out the executive team is CMO Laura Radivoyevitch, whose years of experience in both marketing and sales in the medical device industry will be sure to catapult Kittle & Co. to success.

The Kittle itself is a product like no other. Using sustainable materials without sacrificing style and comfort, the Kittle snugly holds your fur-baby in place as you trim their nails without all the drama. Offering a wide array of designs, colors, and sizes, the Kittle is sure to fit every pet owner’s needs. What was once a gruesome ordeal leaving pet owners with battle scars, has now turned into a cozy bonding moment for all.

Our mission is to reduce the anxiety of pet owners and their beloved furry friends during grooming time. Kittle & Co. is in its third year of operation and has plans to use customer feedback to drive new models, build a strong bench of talented salespeople, and invest in its research and development and training programs. We are committed to providing the best products in the market, because we care about your furry friends as much as you do.

Customers who have already begun using the Kittle say it has been life changing. We invite you to join us in a world free of cat scratches and yowls, purchase your Kittle today.

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