



The Cat Fanciers' Association, Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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CFA and Simon & Schuster Announce the “Cutest Cat and Kid Digital Photo Contest”

MANASQUAN, NJ – August 15, 2007 – The Cat Fanciers' Association, Inc. (CFA), in partnership with Simon & Schuster, today launched their "Cutest Cat and Kid Digital Photo Contest" 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 midnight EST, September 30, 2007.

“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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"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!*"

Hello, Calico! is the first in a series of board books from children's author Karma Wilson and Little Simon, a division of Simon & Schuster Children's Publishing. Artwork in *Hello, Calico!* is by Buket Erdogan. There are more books starring Calico coming out down the road - one in February 08 and another in May 08.

The online digital photo contest offers prizes provided by Simon & Schuster, PetSmart, Iams, Dr. Elsey's and others. The grand prize winner for the contest will be announced on October 14, 2007, 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 Average Retail Value of all prizes combined is US \$1,240.42 (CDN \$1,302.44). Full contest details, rules and online entry form can be found at <http://kids.cfa.org/photo-contest.html>.

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, 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

Simon & Schuster Children's Publishing, one of the leading children's book publishers in the world, is comprised of the following imprints: Aladdin Paperbacks, Atheneum Books for Young Readers, Libros para niños, Little Simon®, Little Simon Inspirations(tm), 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 best-selling 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(tm), Henry & Mudge®, The Hardy Boys®, Nancy Drew®, The Spiderwick Chronicles, Charles M. Schulz's Peanuts®, Nickelodeon's® Dora the Explorer®, Blue's Clues® and SpongeBob SquarePants®, and Mirage studios' Teenage Mutant Ninja Turtles(tm). For more information about Simon & Schuster Children's Publishing, visit our website at www.SimonSaysKids.com.