

**PRECIOUS CAT INC., MULTIPLE MYELOMA RESEARCH FOUNDATION (MMRF) JOIN FORCES TO ACCELERATE DEVELOPMENT OF NEW CANCER TREATMENTS**

*Company Proceeds to Fuel Multiple Myeloma Research*

Englewood, Colorado and Norwalk, Connecticut – September 30, 2010 – Precious Cat and the Multiple Myeloma Research Foundation (MMRF) today announced a new partnership to accelerate the development of new treatments for multiple myeloma, an incurable blood cancer. During the month of November, Precious Cat will donate 100% of all sales from its high-quality cat litter to the MMRF, one of the nation's leading cancer research organizations and a driving force behind progress made against multiple myeloma.

“We are grateful to Precious Cat's support of multiple myeloma research,” said Kathy Giusti, Founder and CEO of the MMRF and a multiple myeloma patient. “Innovative partnerships with companies like Precious Cat will sustain our urgent work to bring patients new, life-extending treatments, many of which may be used to treat other cancers. In fact, today's standard therapies for multiple myeloma, including Velcade® (bortezomib) and Revlimid® (lenalidomide), which the MMRF helped to bring to market, are benefitting thousands of other cancer patients.”

Precious Cat was founded by Dr. Bruce Elsey, a veterinarian specializing in feline medicine, and Kathy Elsey, a myeloma patient. Since Kathy's diagnosis with multiple myeloma less than 2 years ago, the Elsey's have personally donated more than \$2 million to fund the MMRF's drug discovery initiatives and clinical trial consortium dedicated to rapidly advancing new therapies for patients.

“Given the MMRF's track record in helping to bring four new drugs to patients, we strongly believe in their ability to bring patients the next generation of treatments,” said Dr. Elsey. “We are proud to partner with them to advance their cutting-edge research portfolio and are excited to offer all cat owners the opportunity to also support cancer research.”

**About Precious Cat**

Dr. Bruce Elsey, DVM, is a feline-only veterinarian. His veterinary clinic cares for more than 8,000 cats. With over 30 years of experience, Dr. Elsey is an expert and visionary in the industry and uses his background to provide solutions for cats and their owners. Dr. Elsey founded Precious Cat, Inc. in 1989 to provide a solution through quality cat litters that help cats live happier, healthier lives. The Precious Cat product line includes Cat Attract™ and Kitten Attract™ the problem cat and kitten training litters, Ultra Litter Attractant, Precious Cat Classic, Precious Cat Ultra, Precious Cat Scented Ultra, and Precious Cat Senior and Long Hair litters and now R&R™ Respiratory Relief Litter. For more information about Precious Cat products please call 877-311-2287 or visit our Web site at [www.preciouscat.com](http://www.preciouscat.com)

**About the Multiple Myeloma Research Foundation**

The Multiple Myeloma Research Foundation (MMRF) was established in 1998 as a 501(c)3 non-profit organization by twin sisters Karen Andrews and Kathy Giusti, soon after Kathy's diagnosis with multiple myeloma. The mission of the MMRF is to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure. As the world's number-one private funder of multiple myeloma research, the MMRF has raised over \$140 million since its inception to fund nearly 120 laboratories worldwide, including 40 new compounds and approaches in clinical trials and pre-clinical studies and has facilitated 26 clinical trials through its sister organization, the Multiple Myeloma Research Consortium (MMRC). As exceptional

stewards of its donor's investments, the MMRF consistently surpasses its peers in fiscal responsibility. For more information about the MMRF, please visit [www.themmr.org](http://www.themmr.org).

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