



For Immediate Release

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VISION CREATIVE GROUP, INC. IS CRAZY FOR CATS

October 2005 - Cedar Knolls, NJ – Vision Creative Group, Inc., is proud to announce that they have been selected to work on the trade launch of new Meow Mix® Treats and Market Select™ Wet Cups.

Andrew Bittman, President of Vision Creative Group said: “We are very pleased to be a part of this new product launch for Meow Mix®. Vision has enjoyed a growing relationship with the Meow Mix® Company, and this launch has allowed us to further flex our creative abilities.”

Over the past 2 years, Vision Creative Group and Meow Mix® have worked on many exciting and innovative projects in the cat food category. In 2004, Vision worked with Meow Mix® on their wildly successful Café program, which was their first entry into Experiential Marketing. For this program Vision worked on various advertising and POS pieces for the Meow Mix® Café, which was a temporary NYC café open to cats and their owners, to help encourage trial of their new wet food product. This “Pop-Up” retail program is the latest trend in marketing and allows brands to promote products for a short period of time utilizing high visibility.

The trade launch of Meow Mix® Treats and Market Select™ Wet Cups is set for October 2005.

Vision Creative Group, a Traditional Advertising and Interactive Agency, offers a wide range of creative, marketing and online services to national and international consumer product and business-to-business companies. Formed in 1987 and located in Cedar Knolls, NJ, Vision was ranked as the

number 26 Advertising Agency in New Jersey by *njbiz* in their 2005-2006 Book of Lists.