

FOR IMMEDIATE RELEASE
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OIL-DRI NAMES DONER AGENCY OF RECORD FOR
CAT'S PRIDE® LINE OF CAT LITTER

(Southfield, Mich.) – Oil-Dri Corporation of America, the largest manufacturer of quality cat litters in the world, has named Doner as its advertising agency of record for its Cat's Pride® line of cat litter, following a review. The review was handled by search consultancy Jones Lundin Beals (R3:JLB).

"We are excited to have formed this new partnership with Doner. The strength of their creativity and strategic thinking really stood out in our agency review and will take our Cat's Pride® marketing to new heights to drive continued business growth," said Dan Jaffee, Oil-Dri's President and CEO.

As agency of record for Cat's Pride®, Doner will be responsible for the strategic direction, creative development, media planning and buying, and retail activation for the brand as they look to build their sales base.

"Oil-Dri is a unique combination: a good-sized company that – in a lot of ways – behaves like an entrepreneurship," said David DeMuth, Doner co-CEO, president. "Their cat litter business is strong today and they have some exciting aspirations for tomorrow. We're really thrilled they chose Doner to be their marketing partner."

About Oil-Dri

Oil-Dri Corporation of America is a leading supplier of specialty sorbent products for agricultural, horticultural, fluids purification, specialty markets, industrial and automotive, and is the world's largest manufacturer of cat litter.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.