

## **Oil-Dri Corporation of America to Showcase Cat's Pride® Innovation at Interzoo 2026**

*Industry Leader Brings Breakthrough Litter Technology and Category Growth Expertise to Nürnberg*

**NÜRNBERG, GERMANY, May 2026** — Oil-Dri Corporation of America (NYSE: ODC), maker of Cat's Pride® cat litter, will exhibit at Interzoo 2026 from the 12th to 15th of May in Nürnberg, Germany, the world's leading international trade fair for pet supplies. Visitors can find the Cat's Pride team at Hall 7A, Booth 220, where the company will unveil its latest innovations in cat litter technology for global retail and distribution partners.

### **A Global Stage for a World-Class Portfolio**

Interzoo brings together the global pet industry every two years, and Oil-Dri is proud to join international retailers, distributors, and industry leaders from more than 100 countries. By attending Interzoo 2026, Cat's Pride hopes to expand its reach across Europe, Asia-Pacific, Latin America, and beyond — connecting with international retail and distribution partners to bring premium litter solutions to cat owners worldwide.

"Interzoo is the premier platform for connecting with our global retail and distribution partners," said Daniel Jones, Vice President of International Sales at Oil-Dri Corporation of America. "We're excited to share our newest innovations with an international audience and demonstrate how Cat's Pride is driving real category growth for litter aisles around the world."

### **New Product Showcase: Breakthrough Innovation in Cat Litter**

Oil-Dri will spotlight two flagship innovations at Interzoo 2026 that represent the cutting edge of feline care:

#### **Health Monitor Ultra Micro Crystal Cat Litter**

A true breakthrough in proactive pet care, this premium crystal litter features vibrant pH indicator color-changing technology designed to help detect potential urinary health concerns early. Formulated with ultra micro crystals for superior odor control and low dust, it delivers up to 30 days of freshness, lasting up to 6 times longer than the leading brand. Available across the Cat's Pride, Ultra®, and Litter Pearls® brand families, this innovation meets growing global consumer demand for wellness-oriented pet products.

#### **Cat's Pride® Scented Total Odor Control Multi-Cat Clumping Cat Litter — 24 lb / 10.9 kg**

Engineered for multi-cat households, this high-performance clumping litter delivers powerful, long-lasting odor control in a large-format size that resonates strongly with value-focused shoppers across international markets. Its proven lightweight clay clumping formula locks in moisture and eliminates odor at the source, providing the freshness and convenience today's consumers demand.

### **Lightweight Leadership That Drives Category Growth**

Oil-Dri continues to lead the lightweight litter segment with high-performance solutions that deliver convenience, superior odor control, and category-defining innovation. Building on deep expertise in lightweight clay and crystal litter technology, the company is expanding its portfolio with products designed to satisfy today's most important consumer needs and deliver incremental growth for retail partners worldwide.

### **Meet Oil-Dri at Interzoo 2026**

The Cat's Pride team will be available throughout Interzoo 2026 to discuss:

- Customized litter solutions for global retail partners
- The full Oil-Dri cat litter portfolio, including Cat's Pride®, Ultra®, Litter Pearls®, and Jonny Cat®
- Category insights and strategies for growing the litter aisle in your market

**Visit Oil-Dri at Interzoo 2026: Hall 7A, Booth 220 | NürnbergMesse, Nürnberg, Germany**

### **About Oil-Dri Corporation of America**

Oil-Dri Corporation of America, the maker of Cat's Pride litter, is a leading manufacturer and supplier of specialty sorbent products for the pet care, animal health and nutrition, fluids purification, agricultural ingredients, sports field, industrial and automotive markets. Oil-Dri is vertically integrated, enabling the Company to efficiently oversee every step of the process from research and development to supply chain to marketing and sales. With over 80 years of experience, the Company continues to fulfill its mission to Create Value from Sorbent Minerals. To learn more, visit [oildri.com](http://oildri.com) or [catspride.com](http://catspride.com).

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