Purina® Cat Chow® Brand Cat Food Partners With Susan G. Komen for the Cure®

First Pet Food Brand to Partner With Organization offers Limited-Edition Pink Bag for Breast Cancer Research

Whether it's their reassuring purr or playful expressions of affection, cats have long been known to comfort their owners. This soothing role can be especially important when faced with a major health crisis, such as breast cancer. In support of all women battling cancer and those who are survivors, Purina® Cat Chow® brand Cat Food is lending a paw in the battle against breast cancer, becoming the first pet food brand to partner with Susan G. Komen for the Cure®.

In celebration of the loving support cats provide, Cat Chow will donate $175,000 to Susan G. Komen for the Cure. Also, a $1.00 donation will be made in the name of each person who completes a short breast cancer awareness survey on http://www.catchow.com/pink, up to an additional $50,000. During the month of October, Cat Chow will be available in a pink, limited edition bag in pet aisles nationwide.

"At Purina we believe in the unique and wonderful connection between cats and people," says Michael Joergensen, Cat Chow brand manager. "Enabling consumers and their pets to support such an important cause is a great way to spread awareness and inspire even more people to become involved."

Purrfect Companions for Cancer Patients

Cancer patients report pets provide essential support while they are battling the disease, and pet ownership is also significantly associated with better perceived control of illness and treatment.(1) Cancer survivor Dr. Janet Jackson, Cat Chow Mentor and Vice President & Director of Nutrition Research, knows firsthand how much pets can improve their owners' spirits.

"A few years ago, my cats were an enormous source of comfort to me during my breast cancer treatment," says Jackson. "All three of them seemed to know exactly how to protect and comfort me at all times, from the soothing calming effect of their purring to keeping me company during restless nights. They could sense the difficult time I was going through, and I will never forget how much they helped me through it."

To share an inspiring story of how a cat provided support during cancer treatment or to take the breast cancer awareness survey, visit http://www.catchow.com/pink.

About Nestle Purina Pet Care and Cat Chow brand Cat Food:

Nestle Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina Pet Care is part of the Swiss-based Nestle S.A., the world's largest pet food company. With advanced nutrition for each life stage, Purina® Cat Chow® brand Cat Food offers a family of products with 100% complete and balanced nutrition for physical health and emotional well being.

About Susan G. Komen for the Cure®:

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global

breast cancer movement. Thanks to events like the Komen Race for the Cure, we have invested more than $1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit http://www.komen.org/ or call 1-877-GO KOMEN.

(1) June McNicholas, Glyn M. Collis, Chris Kent & Michelle Rogers. (University of Warwick, Coventry, CV4 7AL, UK) Research supported by Waltham. Presented at the 9th International Conference on Human-Animal Interactions, People and Animals, A Global Perspective for the 21st Century, Rio de Janeiro, Brazil, September 13-15, 2001.

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Web site: http://www.catchow.com/pink
http://www.komen.org/