

Purina Puts Pet-Friendly Places at Your Fingertips

New, Free iPhone Application Allows Pet Owners To Easily Locate Pet Destinations, Services, Animal Welfare Organizations

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Pet lovers who enjoy using an iPhone now have an easy way to search for places and activities that will add more fun to their pets' lives.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090831/AQ67850>)

Nestle Purina PetCare, a leader in enriching the lives of pets and the people who love them, has recently launched "petcentric places," one of the most comprehensive iPhone downloadable applications made available by a major pet food manufacturer today. The "petcentric places" iPhone application can be downloaded for free from the App store within iTunes. It works on the latest version of the iPhone 3.0 software and is available for iPod Touch users.

As more pet owners use their mobile phones for information, Purina provides a great way to find pet-friendly locations and activities in the United States, such as:

- Lodging
- Dog parks and beaches
- Campgrounds and amusement parks

- Travel accommodations

For pet lovers searching for helpful information to care for their pets, "petcentric places" supplies U.S. locations for:

- Veterinarians
- Animal shelters
- Pet sitters
- Kennels
- Groomers

- Dog walkers

"Pet owners lead busy lives, and they're always looking for new and simple ways to enrich the lives of their pets," said Laura Lee, digital brand manager, Nestle Purina PetCare. "Our 'petcentric places' application puts a lot of fun and helpful on-the-go tools just a touch away for iPhone users and allows them to spend more time with their pets."

Consumers also can share photos of their pets on a photo gallery at "petcentric places," and are encouraged to add and rate pet-friendly places and services available on the application. In addition, consumers can find tips for pet care and the latest products for pets on "petcentric

places."

For more information, visit www.petcentric.com.

About Nestle Purina PetCare

The North American headquarters for Nestle Purina PetCare is located at Checkerboard Square in St. Louis, Missouri, where it was founded as Ralston Purina Company more than a century ago. Nestle Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. One of the leading global players in the pet food industry, Nestle Purina PetCare is part of the Swiss-based Nestle S.A., the world's largest food company.

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