

Nestle Purina, Sea Ray® Launch National Pets and Water Safety Program

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Dogs and cats share a special bond with their owners. Many pets become part of their owners' daily routine and share many favorite moments and outings with their families, such as adventures on the family boat.

That's why Sea Ray Boats, in conjunction with Nestle Purina PetCare, created the Pet and Water Safety (PAWS) program, to help boaters keep their pets safe and happy on the water. In a recent survey of its customers, Sea Ray found that more than 60 percent of Sea Ray boat owners had dogs and cats - primarily dogs - and nearly two-thirds of them take their pets on their boats between five and 15 times a season.

"A number of boating groups and websites encourage the use of dog lifejackets, but not a lot of other practical advice exists," said Rob Noyes, vice president of marketing of Sea Ray.

"Since a lot of our owners have pets and take them boating, we saw this as an opportunity to step up and create a primary resource on the subject. And Nestle Purina, with its long-standing dedication to responsible pet care and safety, is a great partner."

Sea Ray worked with Nestle Purina - the official pet food sponsor of PAWS - to launch a PAWS website at www.petandwatersafety.com. The site includes safety tips, feature articles, guidelines, contests, gear, and special offers from PAWS sponsors.

"It's crucial for pet owners to be aware of the special considerations for pets when they're around the water," said Chris Padgett, vice president of marketing for the Purina brand. "We're proud to take a lead role in the PAWS program. Pets and pet owners love the water and boats, and PAWS is a great way to deliver important messages about pet safety."

ABOUT NESTLE PURINA

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. Visit www.purina.com.

ABOUT SEA RAY Founded in 1959, Sea Ray is the world's largest manufacturer of quality pleasure boats. Sea Ray is headquartered in Knoxville, Tenn., and operates as part of the Boat Group division of Brunswick Corporation. With more than 40 models ranging from 17 to 61 feet, Sea Ray makes a boat for every lifestyle -- each built with a unique commitment to quality, craftsmanship, and excellence throughout. Additional information about Sea Ray is available at www.searay.com.

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