Nestle Purina Completes Acquisition of Waggin' Train Dog Snacks Business

Nestle Purina PetCare Company today announced it has completed the acquisition of Waggin' Train, a leading marketer in the real-meat dog snacks segment in the United States.

The acquisition complements Nestle Purina's existing business and provides a new strategic growth opportunity by adding the fastest-growing leading brand in the dog snacks category to Purina's portfolio.

Nestle Purina will operate Waggin' Train, LLC as a wholly-owned subsidiary and announced the following key management appointments:

-- Michelle Higdon, formerly Chief Operating Officer for Waggin' Train, has been named President, Waggin' Train, LLC. Higdon has 15 years experience in sales, marketing, finance and operations in the consumer packaged goods industry. Higdon will report to Terence Block, President and COO, North American Pet Foods, for Nestle Purina PetCare Company.
-- Nina Leigh Krueger has been named Vice President of Marketing, Waggin' Train, LLC. Krueger has played an instrumental role in key marketing positions at Nestle Purina for the past 16 years, most recently as Vice President of Marketing, Golden Products. Krueger will report to Michelle Higdon.

About Nestle Purina PetCare Company

Nestle Purina PetCare Company promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., the world's largest food company.

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