Purina and Ralphs Award $53,000 Donation to San Diego Humane Society and SPCA in the 'Tales for the Pet Lover's Heart' Campaign

Campaign Celebrates the Unique Bond between People and Their Pets; $150,000 Donated to Animal Welfare Organizations Across the Country

ST. LOUIS, Oct. 14 /PRNewswire/ -- Purina and Ralphs, a division of Cincinnati-based The Kroger Co. (NYSE: KR), announced today that the San Diego Humane Society created the "Top Pet Tale" in the third-annual "Tales for the Pet Lover's Heart" campaign. The San Diego Humane Society received a $53,000 donation during a special presentation hosted by campaign spokesperson and animal lover, Trista Sutter, from ABC's "The Bachelorette." Seventeen additional animal welfare organizations across the country will also receive a donation as part of the campaign, which celebrates the unique bond between people and their pets.

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"Purina and Ralphs are pleased to recognize San Diego Humane Society's ongoing efforts to make a difference for homeless pets and its mission of responsible pet care and humane education," said Brendan McKelvey, manager, shopper marketing, Purina. "Through the 'Tales for the Pet Lover's Heart' campaign, we were proud to help bring the unique pet tales of 18 animal welfare organizations to life."

San Diego Humane Society demonstrated its commitment to the community and its animals by sharing a tale from the animals' perspective. The video tale showcased the unique paw prints – both big and small – the organization has left on those it has helped for more than 130 years.

"The pet tales told through each video were amazing and it was a joy to see the special bond each organization has with its animals," said Sutter. "It's an honor to celebrate the story of the San Diego Humane Society with Purina and Ralphs."

"On behalf of the San Diego Humane Society and SPCA, I would like to offer our sincerest thanks to Purina and Kroger for providing the opportunity which allowed us to showcase the heart and soul of our organization through the 'Tales of the Pet Lover's Heart' contest," said Dr. Mark Goldstein, president of the San Diego Humane Society and SPCA. "This very generous gift will allow us to continue our good work on behalf of the people and animals we serve."

Helping Homeless Pets

As part of the campaign, Purina and Kroger donated $150,000 to 18 animal welfare organizations across the country. Each participating organization received $3,000; four runners-up received an additional $11,500 donation; and the "Top Pet Tale" received an additional $50,000 donation. Each organization submitted a written tale this spring to participate in the program. The 18 organizations were invited to bring their tales to life through video in August. Sutter and Emmy-award winning production company, Blind Squirrels, chose the finalists based on creative content, storytelling and the pet tale's direct connection to the "Tales for the Pet Lover's Heart" mission. Featured animal welfare organizations included:

"Top Pet Tale" - $53,000

- San Diego Humane Society (San Diego, CA)

Finalists - $14,500

- A New Leash on Life (Lebanon, TN)
- Animals Benefit Club of Arizona (Phoenix, AZ)
- Humane Society of Faulkner County (Conway, AR)
- Idaho Humane Society (Boise, ID)

Other Participants - $3,000

- Animal Humane New Mexico (Albuquerque, NM)
- Atlanta Humane Society (Atlanta, GA)
- Cause for Paws (Hutchinson, KS)
- Home Fur-Ever (Detroit, MI)
- Houston Humane Society (Houston, TX)
- Humane Society of Delaware County (Delaware, OH)
- Boone County Animal Care & Control (Burlington, KY)
- Humane Society of Indianapolis (Indianapolis, IN)
- Humane Society of Jackson County (Seymour, IN)
- MaxFund Animal Adoption Center (Denver, CO)
- Seattle Humane Society (Seattle, WA)
- SPCA Los Angeles (Los Angeles, CA)
- SPCA of Wake County (Raleigh, NC)

Experience Pet Tales of Joy

Stories of companionship come to life on the "Tales for the Pet Lover's Heart" website. The site, which serves as a destination for pet lovers to celebrate their four-legged friends, features the endearing pet tales from the San Diego Humane Society and 17 additional animal welfare organizations selected by Purina and Kroger to participate in the "Tales for the Pet Lover's Heart" campaign. The site includes tips for helping homeless pets to find their forever home, special promotions and couponing, and family-fun activities for caring and communicating with your four-legged friend.

A complementing site on Facebook allows pet lovers to further share their pet tales and see behind-the-scenes footage from the "Tales for the Pet Lover's Heart" television special. The television special is scheduled to air in select local markets across the country in November. Check local listings for dates and times.

"We're delighted to partner with Purina to celebrate the people-pet bond our customers have with their pets," said Joe Buescher, vice president, grocery merchandising sales planning/direct store delivery for

pets," said Joe Buesher, vice president, grocery merchandising sales planning/direct store delivery for Kroger. "The 'Tales for the Pet Lover's Heart' campaign, television special and contribution to animal welfare organizations across the country allow Kroger to give back to the communities in which we do business."

For more information on the "Tales for the Pet Lover's Heart" program or to submit your own pet tale, visit www.TalesForThePetLoversHeart.com. To find a Kroger store near you, visit www.Kroger.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.

About Kroger

Kroger, one of the nation's largest retail grocery chains, employs more than 326,000 associates who serve customers in 2,475 supermarkets and multi-department stores in 31 states. Kroger operates stores under two dozen local banner names including Kroger, Ralphs, Fred Meyer, Food 4 Less, Fry's, King Soopers, Smith's, Dillons, QFC and City Market. In addition, Kroger associates serve customers in 764 convenience stores, 387 fine jewelry stores and 798 supermarket fuel centers the Company operates. Kroger also operates 40 food processing plants in the U.S. Headquartered in Cincinnati, Ohio, Kroger focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local schools and grassroots organizations in the communities it serves. For more information about the Company, please visit www.Kroger.com.

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