Purina® Dog Chow® Brand Dog Food Announces its Double Dog Dare Contest

Grammy-nominated The Band Perry to help Purina® Dog Chow® give back to the canine community

ST. LOUIS, Jan. 25, 2010 /PRNewswire/ -- Purina® Dog Chow® Brand Dog Food is currently daring dog owners to try its better tasting than ever dog food formula risk-free. In return, consumers now have the chance to out-do them with a double dog dare of their own. As Dog Chow launches their campaign to let consumers "dare" Purina® Dog Chow® Brand Dog Food back, the brand has teamed up with Grammy-nominated sibling trio, The Band Perry, who, along with their dogs, are now the face of the campaign.

To view the multimedia assets associated with this release, please click: http://multivu.prnewswire.com/mnr/daredogchow/48312/

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"From now until Monday, Feb. 28, we are encouraging dog lovers to visit www.daredogchow.com and submit a dare of their choice," said Heather Gettys, Purina® Dog Chow® Senior Brand Manager. "It could be anything from building the ultimate dog house to refurbishing a neighborhood animal shelter to organizing a dog walk across the Brooklyn Bridge. If you ever thought, 'I wish *Dog Chow* would ...' here's your opportunity to see if your idea will come to life."

Purina® Dog Chow® Brand Dog Food will execute three dares – one per month in March, April and May – while awarding each of the three Grand Prize Winners $5,000 and a year's supply of Purina® Dog Chow® Brand Dog Food, as well as a two year's supply of Purina® Dog Chow® Brand Dog Food for one dog donated to a local animal shelter in each of the Grand Prize Winners' communities.

"The Band Perry is a perfect partner for the Double Dog Dare Contest. They are devoted owners of four dogs and, as siblings, they definitely can relate to the challenge of a 'double dog dare'!" said Gettys.

The Band Perry (Kimberly, Neil and Reid Perry) is one of the hottest break-through acts in Country Music. They signed with Republic Nashville in July 2009. Almost immediately, their first single, "Hip To My Heart," became a top-20 hit, followed by, "If I Die Young," which reached #1 on the charts and was certified Platinum for sales in excess of 1 million copies. Their latest, "You Lie" has entered the charts and is quickly becoming another fan favorite. Among the award nominations they've racked up in the past year, they're now nominated for a Grammy for Best Country Song, as well as an ACM Award for Top New Duo or Group. They will tour with Tim McGraw this spring.

For more information about Purina® Dog Chow® Brand Dog Food, its money-back guarantee offer and the Double Dog Dare Contest, visit www.longliveyourdog.com.

For more information about The Band Perry, visit www.thebandperry.com.

About Nestle Purina Pet Care

Nestle Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestle Purina PetCare

positive bond between people and their pets. The North American headquarters for Nestle Purina PetCare is located at Checkerboard Square in St. Louis, Missouri. Nestle Purina PetCare is part of Swiss-based Nestle S.A. -- the world's largest food company. For more, visit www.purina.com.

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