

New Purina® Be Happy™ Dog And Cat Food Brand Launches With Feel-Good Philosophy

Be Happy™ Helps Keep Pets Healthy on the Inside and Happy on the Outside

ST. LOUIS, Aug. 29, 2012 /[PRNewswire](#)/ -- Watching a dog chase its tail or a cat soak up the sun reminds us that there's more good in the world than not, if you just know where to sniff it out. That's the philosophy behind a new brand of dog and cat food inspired by the enduring happiness pets share with owners. Be Happy™ debuts nationwide with calls to action for owners to join the happiness movement.

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(Logo: <http://photos.prnewswire.com/prnh/20120829/AQ64581LOGO-b>)

Be Happy is a new pet food brand by Nestle Purina PetCare Company that celebrates happiness as a way of seeing the world. The brand has infused that philosophy into the packaging for its 100 percent complete and balanced dry dog and cat food varieties, and into its social media properties, including its [Facebook page](#) and mobile photo app.

"We looked at the way our pets see the world and were inspired by how they just seem to instinctively know the secrets to being happy," said Aaron Williams, Be Happy brand manager. We're celebrating our pets as our happiness heroes. We've incorporated this philosophy into everything we do, and are encouraging pet owners to join our happiness movement online."

In just three months, the brand's [Facebook page](#) has grown to more than 100,000 highly-engaged fans. The Be Happy fans create e-cards, customize their own T-shirts and upload photos from the Be Happy mobile photo app available in the iTunes and Google Play stores. The app enables people to customize photos with visual elements like dog ears, hearts, borders, the Be Happy characters and thought bubbles for happy messages.

In addition, the brand launched a Pinterest page that includes a board for "Happiness Art," featuring original craft projects inspired by the Be Happy philosophy. To experience Be Happy on Pinterest, please visit [Pinterest.com/BeHappybyPurina](#).

Be Happy is a dry pet food available nationwide in cat and dog formulas. It helps support strong bones and teeth, healthy vision, and healthy skin and coat. In addition, the brand offers the Purina Happiness Guarantee: if a consumer is not completely satisfied with his or her experience, Be Happy will provide a refund.

Be Happy is available in two varieties for cats:

- Deep Sea Duos Crunchies with Ocean Fish and Salmon Flavors
- Poultry Pair-adise Crunchies with Chicken and Turkey Flavors

Be Happy is available in two varieties for dogs:

- Beef Flavor

- Chicken Flavor

For more product information about Be Happy, please visit Purina.com/BeHappy. For social engagement, please visit us at www.Facebook.com/PurinaBeHappy.

About Be Happy™

Be Happy brand dog and cat foods are manufactured/distributed by Nestle Purina PetCare Company, a global leader in the pet care industry. 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 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.

SOURCE Nestle Purina PetCare Company
