Purina® Cat Chow® Celebrates 50 years of Feeding Great Relationships with Launch of Program That Will Donate up to $200,000 to 50 Cat-Focused Shelters Nationwide

Pet Owners Can Cast Their Vote for a Local Cat Shelter; Brand will Donate $1 per Vote, up to $50,000 Total, in addition to Shelter Makeovers and Care Packages to Support 50 Facilities Nationwide

ST. LOUIS (MAY 13, 2013) – Whether you're a new cat owner or have enjoyed the companionship of cats over the years, you know and appreciate the comfort and camaraderie of a cat – from hungry head butts in the morning to the way she greets you at the door everyday. This year, Purina Cat Chow is celebrating 50 years of feeding great relationships between cats and their owners and all of the everyday moments that make each relationship unique. To mark its anniversary, Purina Cat Chow announced today the launch of the Purina Cat Chow "50 Years. 50 Shelters." program that will support 50 cat-focused shelters nationwide – one in every state – and donate up to $200,000 in product and monetary donations to acknowledge these shelters' dedication to the cats they serve and help facilitate the start of more cat-owner relationships.

The Purina Cat Chow "50 Years. 50 Shelters." program features three ways the brand will support the participating 50 cat-focused shelters: a consumer voting component to drive up to $50,000 in cash donations; four shelter facility makeovers; and cat care packages for each of the 50 participating shelters.

"We believe that someone should always be there for cat owners, cat supporters and the cats that impact all of our lives," said Vincent Biroscak, Purina Cat Chow brand director. "Many cat owners will attest that they didn't choose their cat – their cat chose them – and a countless number of those cats found their forever homes after a shelter stay. In celebration of our 50 years of supporting cats and cat owners, Purina Cat Chow is saying thank you to the shelters that are there for cats when they need it most."

Giving Thanks to Cat-Focused Shelters in Three Ways

Cat people across the country can participate in the Purina Cat Chow "50 Years. 50 Shelters." program and help their state's local shelter earn an additional $1,000 just by casting a vote. For every vote cast on www.catchow.com/50shelters for a specific shelter from May 13 to June 14, 2013, Purina Cat Chow will donate $1, up to $1,000 per shelter, to be provided via a cash donation (limit one vote per person per day for all voting channels combined). By voting, cat people can help raise a total of $50,000 for the 50 participating shelters. The donations will allow the shelters to purchase necessary items and supplies to help better serve their adoptable cats

After cat people cast their vote at www.catchow.com/50shelters for the shelter of their choice, they can share their support by sharing or tweeting their "I voted" status using the #50shelters hashtag on Facebook or Twitter. To identify the participating shelter in your state, visit www.catchow.com/50shelters.

Purina Cat Chow will conduct four shelter facility makeovers valued at nearly $100,000 as part of its "50 Years, 50 Shelters." program. Three shelters, SpokAnimal C.A.R.E. in Spokane, Wa., Fulton County Animal Services in Atlanta, and Western Pennsylvania Humane Society in Pittsburgh, Pa., will receive makeovers valued at $30,000 each that will include custom changes and upgrades to improve their cat-care facilities. The Open Door Animal Sanctuary in House Springs, Mo., will receive a $10,000 makeover that will include

cosmetic improvements such as painting and new furniture. The shelter makeover event dates are:

- SpokAnimal C.A.R.E. Spokane, Wa. April 11, 2013
- Western Pennsylvania Humane Society Pittsburgh, Pa. May 15, 2013
- Open Door Animal Sanctuary House Springs, Mo. May 21, 2013
- Fulton County Animal Services Atlanta June 2013

All 50 participating shelters will also receive a Purina Cat Chow "50 Years. 50 Shelters." Care Package valued at $1,000 each that will include Purina® Cat Chow® brand cat food, Purina® Tidy Cats® brand cat litter and general cat care items for participating in the program.

To help support the program, Purina Cat Chow partnered with the Kroger family of stores, a national grocery retailer. Kroger will support this program with in-store displays about the Purina Cat Chow "50 Years. 50 Shelters." program from May 26 to June 8, 2013.

In addition to the shelter activation program, the Purina Cat Chow brand will release a new national TV advertisement celebrating its 50th anniversary and activity on the Purina Cat Chow Community via Facebook, Twitter, Flickr and YouTube.

To learn more about Purina Cat Chow "50 Years. 50 Shelters." program or how to contact one of the 50 participating shelters about volunteer opportunities, adoptable pets or other support they may need, visit www.catchow.com/50shelters.com.

About Nestlé Purina PetCare and Purina Cat Chow Brand Cat Food

The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis, Mo., where Ralston Purina was founded more than a century ago. Nestlé 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, Nestlé Purina PetCare is part of the Swiss-based Nestlé S.A. – the world's largest food company. With nutrition for each life stage, Purina® Cat Chow® brand Cat Food offers a family of products with 100 percent complete and balanced nutrition for physical health and well being. For more information on Purina Cat Chow, visit catchow.com.

Media Contacts

Bill Etling
Nestle Purina PetCare
314-982-4825
william.etling@purina.nestle.com

Megan McGovern
Publicis Consultants PR
404-870-6852
megan.mcgovern@publicis-pr.com