

Small Town Dog Lovers Star in National Online Video Series

Purina ONE® kicks-off the 28 Day Challenge in Asheville, North Carolina and invites dog owners everywhere to experience the difference great nutrition can make

St. Louis, Mo. (June 1, 2013) – Maintaining a healthy diet can help us not only feel good on the inside, but look great on the outside. The same goes for our dogs. To demonstrate the visible difference great nutrition can make in the lives of our pets, Purina ONE® looked to one of the nation's most dog-friendly communities to kick-off the Purina ONE 28 Day Challenge - Asheville, North Carolina. More than 300 Asheville dog owners switched to Purina ONE SMARTBLEND® for 28 days, and many of their personal stories and experiences are documented in a new online video series at www.PurinaONE.com/ONEdifference.

The videos highlight the town of Asheville, as well as several local families and dog owners. In a series of heartwarming and entertaining vignettes, consumers can experience the special bond local residents share with their pets, and learn about the visible differences owners witnessed in their dogs throughout the Challenge, including bright eyes, a shiny coat, increased energy and healthy teeth and gums.

To make an even bigger difference in the town of Asheville, Purina ONE also donated \$25,000 to renovate one of the city's most popular dog parks, as well as provided more than 2,000 pounds food and litter to the local animal rescue organization Brother Wolf.

"In Asheville, dogs are truly part of the fabric that makes up the town, so we couldn't think of a better place to launch the Purina ONE 28 Day Challenge," says Eric Willis, Brand Director of Purina ONE. "We hope the videos inspire people everywhere to think more about their dog's nutrition and experience the Challenge for themselves by signing up online, tracking any difference they see in their dog and sharing their story with other dog lovers across the country."

Dog owners everywhere can take the Challenge now by registering at www.PurinaONE.com/ONEdifference. On the website owners can watch the videos from Asheville, choose which Purina ONE SMARTBLEND dry dog food formula is right for their dog, download a coupon to switch to Purina ONE, and share any difference they see.

All Purina ONE SMARTBLEND formulas have been carefully developed by nutritionists and food scientists to provide 100 percent complete and balanced nutrition for each life stage. The dry dog food formulas include real meat, poultry or fish as the #1 ingredient, and are blended with other high quality protein sources to help support strong muscles, including a healthy heart. Vitamins E and A promote bright eyes, and omega 6 fatty acids, vitamins and minerals help give dogs a radiant coat and healthy skin.

Understanding our dogs' minds is almost as important as providing them with great nutrition.

That's why Purina ONE partnered with Dognition™ to help people better understand how their dog thinks. After completing the Purina ONE 28 Day Challenge and posting three times on the website, participants will get free access to Dognition, a series of interactive, science-based games that owners can play with their dog in order to learn more about how they see the world.

To learn more about the Purina ONE SMARTBLEND products and sign up for the 28 Day Challenge, consumers can visit www.PurinaONE.com/ONEdifference, or follow the brand on www.Facebook.com/PurinaONE, www.Twitter.com/PurinaONEdog, www.Instagram.com/PurinaONEdog and www.TouTube.com/user/PurinaONEdog.

About Nestlé Purina PetCare Company

Purina ONE® brand dog food is manufactured by Nestlé Purina PetCare Company. Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness. For more, visit www.Purina.com.

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