

Who Will Win? You Decide: Friskies® Opens Public Voting For The Best Cat Videos of the Year

Watch Semi-Finalists' Videos and Vote Now to Help Choose "The Friskies" Winners

ST. LOUIS (August 7, 2013) – Now you have a whole new reason to spend time watching [cat videos](#). It's up to you and cat lovers nationwide to vote for your favorite cat videos to determine the winners of the 2013 "The Friskies," the major award for the best cat videos of the year. Voting is open now at www.TheFriskies.com.

From thousands of entries, Friskies and the contest judges selected 20 Semi-Finalists to compete for a spot as one of 12 Finalists. The top four Category winners and one Fan Favorite winner will be awarded \$25,000 in total cash prizes and gold-plated Catuette trophies at "The Friskies" Award Show October 15, 2013. The show will be hosted by comedian and cat owner Michael Ian Black, and broadcast online at www.TheFriskies.com.

"In America, the vote is always in the hands of the people," said comedian, cat owner and "The Friskies" host Michael Ian Black. "Take advantage of that right and vote for your favorite Internet cat videos at www.TheFriskies.com! It's time to give back to those cats and their owners who create the videos that get you through work, public transportation and family parties. It just may be the most important thing you do. And you should do it every day."

Voting is open now through noon ET September 16, 2013, at www.TheFriskies.com. Voters may exercise their right once a day per entry, per person, per email address. The 20 Semi-Finalists include five entries in each of four categories: Catventure, Cat Comedy, Rescue Cat, and Pursuit of Food or Treat. Friskies asks voters to consider the judging criteria when voting:

- Originality and overall artistic impression
- Audience appeal and entertainment quality
- Sense that there's a story being told
- Portraying cat's perspective

"The Semi-Finalists' videos showcase amazing variety, and they highlight the personalities of cats and their owners in artistic ways that are fun to watch over and over," said Shawn Brain, Friskies assistant brand manager. "Every vote counts and the public will be 100 percent responsible for choosing the 12

Finalists to travel to New York City for "The Friskies" Award Show for the opportunity to win each \$5,000 category prize and the coveted Fan Favorite. Voters can check back daily to see which videos are in the lead, and watch and share their favorites at TheFriskies.com."

While votes help choose the winners; views, votes and shares help Friskies' 20 cat charity partners work toward their goal of earning 250,000 cans of Friskies. As part of the "Share to Care" program, Friskies Facebook fans can help boost the total donation beyond 250,000 cans during the voting period. For every video vote at www.TheFriskies.com, Friskies will donate one additional can of cat food to the cat charity partners, up to 25,000 cans. To date, the community has helped the 20 charities earn more than 40,000 additional cans of Friskies.

Semi-Finalists

Cat Comedy	Catventure	Rescue
Cat	Pursuit of Food/Treat	
· Cat vs. Printing Paper	· The Tiniest Tiger's Snow Adventure	· Winner Winner Tuna Dinner
· Who's in That Mirror?	· Stubborn Cat on Bag	· Old Man Cat Loves Life, Hates Hands
· Oscar and the Termites	· Playing in Leaves	· We Love Squirrel
· Get the Ball, Get the Ball	· Spotz Cat	· Simon Going Through the Gate at Dinner Time
· Cat Talking to Birds	· Peek A Boo	· Cats Going Crazy Over Canned Food
	· Kitty Acrobat	· Azul Picks Her Own Dinner

Award Show

On October 15, the day of the Award Show, fans will have the opportunity to vote again – this time via text – to choose the overall Fan Favorite from the 12 Finalists. Voting will continue during the live broadcast and the Fan Favorite will be announced near the end of the Award Show. Details about the text vote are available in the Official Rules, and will be announced at www.TheFriskies.com and Friskies Facebook page and Twitter handle in October.

The Award Show will be broadcast live from New York City, and hosted by comedian and cat owner Michael Ian Black. The show will feature surprises and special guests for cat lovers. Attendees and presenters will include the Friskies judges, Will Braden, creator of the Henri, le Chat Noir; Mick Szydlowski, “The Friskies” 2012 Grand Prize Winner for “Oskar’s First Toys;” and Abbie Moore, executive director of Adopt-A-Pet.com.

For more information about “The Friskies,” please visit www.TheFriskies.com, like on Facebook at www.Facebook.com/Friskies or follow on Twitter at www.Twitter.com/Friskies.

About Friskies

The Friskies® brand offers a complete line of great-tasting cat foods, including more than 60 wet, dry and treat varieties. Friskies is manufactured by Nestlé Purina PetCare, a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis; Mo. Nestlé Purina PetCare is part of Swiss-based Nestlé S.A. – the world’s largest food company.

For further information: Jennifer Knoeppel Taylor (212) 714-5732 jknoeppel@taylorstrategy.com Julie Voss Catron Friskies (314) 982-3064 julie.vossatron@purina.nestle.com
