Grumpy Cat Earns Title of 'Worst Mate' Aboard the S.S. Holy Shrimp Boat

"Official Spokescat" Helps Introduce Friskies® Seafood Sensations with NEW Shrimp Flavor By Delivering a Bounty of the Food to Shelter Cats during Austin-Based Festival; Consumer Support Needed to Maximize Donation up to 50,000 Meals

ST. LOUIS--(BUSINESS WIRE)--Today, Friskies® and its "official spokescat," Grumpy Cat introduced a bold new taste, Seafood Sensations with NEW Shrimp Flavor, at the well-known Austin-based festival. The Internet cat sensation boarded the S.S. Holy Shrimp Boat not as the First Mate, but naturally as the "Worst Mate" to bring the savory taste of shrimp flavor from the high seas to Austin shelter cats.

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Friskies donated 25,000 meals of Seafood Sensations with new Shrimp Flavor to Friends of Austin Animal Center, a local charity organization in Austin, TX. However, with consumer support an additional 25,000 meals can be donated, for a maximum donation of up to 50,000 meals. For every photo uploaded across social media platforms with the hashtag #HolyShrimp between March 7-9, Friskies will donate an additional meal to Friends of Austin Animal Center. It's easy to help Austin shelter cats in one of two ways:

- Grumpy Cat fans who are attending the Austin-based festival can visit Grumpy and take a fan photo at the Mashable House on March 7 and 8 between 1:00 and 4:00 PM CT and on March 9 between 11:30 AM and 2:30 PM CT. Simply share the photo on social media with the hashtag #HolyShrimp.
- Is your cat longing for the flavor of shrimp? Show us! Consumers everywhere can upload a photo of their cat using the hashtag #HolyShrimp between March 7-9.

"One of Grumpy Cat's favorite things is shrimp, and she's on a mission to help Friskies bring that special flavor to all cats," says Tabatha Bundesen, Grumpy Cat's owner. "There aren't many things that would convince Grumpy to get her 'sea legs' except for the flavorful taste of shrimp."

The S.S. Holy Shrimp Boat embarked on its maiden voyage on March 7 to deliver the "Worst Mate," Grumpy Cat, in style to the Mashable House. The trip was very special for 25 lucky fans who were able to join Grumpy Cat on the S.S. Holy Shrimp Boat for a special meet and greet before she made her appearance at the Mashable House.

"We know cats love shrimp and we wanted to bring that to life in a fun way that could also benefit shelter cats," said Shawn Brain, Friskies Brand Manager. "Friskies enlisted our 'official spokescat' Grumpy Cat as the 'Worst Mate' of the S.S. Holy Shrimp Boat to help introduce Seafood Sensations with new Shrimp Flavor at a prime attraction during the well-known festival in Austin. We're thrilled that our efforts here will help feed local Austin shelter cats and are hoping for a lot of support to help get the donation up to 50,000 meals."

More information about Seafood Sensations with new Shrimp Flavor and an opportunity to get a coupon for the new product can be found at**www.friskies.com/holyshrimp**.

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.

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