Friskies® Party Mix™ Celebrates Grumpy Cat's Super "Terrible Twos" with Month-Long Festivities & Limited Edition Packaging

Friskies® Party Mix™ Celebrates "Official Spokescat's" Second Birthday by Releasing Special Packaging and Issuing #1MMGrumpyFrowns Challenge; Winner has the Opportunity to Attend the Grumpiest Birthday Celebration in New York City

ST. LOUIS-(BUSINESS WIRE)-Brace yourself; Grumpy Cat is entering the "terrible twos." Friskies® Party Mix™ will be celebrating the second birthday of its "official spokescat," by releasing limited edition packaging that features Grumpy Cat, throwing a one-of-a-kind bash and giving her the only presents she truly wants: tons of Friskies Party Mix and to spread grumpiness across the nation.

> *" The #1MMGrumpyFrowns Challenge is the perfect birthday gift for Grumpy Cat and I hope we can get to one million! "*

"Grumpy Cat doesn't like a lot of things, particularly any type of celebration, but I think she will be thrilled that Friskies Party Mix is helping to spread her grumpiness with a Super Terrible Two Birthday Party," says Tabatha Bundesen, Grumpy Cat's owner. "The #1MMGrumpyFrowns Challenge is the perfect birthday gift for Grumpy Cat and I hope we can get to one million!"To officially kick off Grumpy Cat's birthday festivities, Friskies Party Mix is issuing a #1MMGrumpyFrowns Challenge to consumers. From today until April 29, 2014 Friskies Party Mix is asking consumers to help Grumpy Cat fulfill her birthday wish of spreading grumpiness nation-wide by taking photos of themselves and their cat(s) making their best Grumpy face then sharing the photos using the hashtag #1MMGrumpyFrowns on Instagram or www.friskies.com/partymix. One lucky consumer will be chosen at random on April 9 from all entries received by noon ET on April 7 and awarded a two-night trip for two to New York City to attend Grumpy Cat's exclusive birthday celebration hosted by Friskies Party Mix on Tuesday, April 29. The promotion will continue with additional prizes available to be won through noon ET on April 29. Visitwww.friskies.com/partymix for details.

The sweepstakes will continue until noon on April 29 with additional prizes available to be won including ten Grumpy Cat plush toys, and fifty prize packages each consisting of a free 6 oz. sample of Friskies Party Mix Crunch Original and a manufacturer's coupon good for one free (up to $1.69) 2.1 oz. package of Friskies Party Mix.

For the first time ever, Friskies Party Mix will be featuring Grumpy Cat on new packaging which hits store shelves beginning this month, bringing her famous frown to households across the country.

"Friskies Party Mix is thrilled to release our first packaging featuring Grumpy Cat, available for a limited time that will be on shelves through April of this year," said Matt Conran, Friskies Party Mix Assistant Brand Manager. "Also we're aware that many owners celebrate their cats' birthdays so we're throwing the ultimate Super Terrible Two Birthday Party for Grumpy Cat by giving her a party she will never forget and we hope consumers take advantage of this opportunity to have the truly one-in-a-lifetime chance to join Grumpy Cat at her second birthday party."

In advance of the party on April 29, Grumpy Cat will visit New York City on her actual birthday, April 4, to

In advance of the party on April 26, Grumpy Cat will visit New York City on her actual birthday, April 4, to check in on the planning for her Super Terrible Two Birthday Party to ensure it is up to her grumpy standards. To check out how the party planning is going visit **www.Friskies.com/PartyMix** for the first of a series of online videos featuring Grumpy Cat.

Be sure to watch the #1MMGrumpyFrowns Challenge unfold through the hashtag, by following the new Friskies Instagram platform (@Friskies) and through the hashtag #GrumpyBirthday.

For additional information about Friskies Party Mix, please visit **www.Friskies.com/PartyMix**.

#1MMGrumpyFrowns Challenge Sweepstakes Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Open only to legal residents of the 50 United States and D.C., 18 years of age or older at the time of entry (19 years of age or older if a resident of AL or NE; 21 years of age or older if a resident of MS). Sweepstakes ends at 12:00 p.m. (noon) ET on 4/29/14, however only entries received by 12:00 p.m. (noon) ET on 4/7/14 will be included in the Grand Prize drawing. See Official Rules at www.friskies.com/partymix for details. Sponsored by Nestlé Purina PetCare Company, Checkerboard Square, St. Louis, MO

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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