

# Friskies 50: The Definitive Guide to the Most Influential Cats on the Internet

Which Cat is Hot on the Internet Right Meow? Friskies® Helps Cat Lovers Decode Who's Who in Internet Cat Culture

ST. LOUIS (July 8, 2014) – Today, Friskies®, a leader in Internet cat culture, launched the [Friskies 50](#), the definitive guide of the 50 most influential cats on the Internet ([www.Friskies50.com](http://www.Friskies50.com)). New cat stars are popping up on the Internet every day, which makes it hard to keep track of who's who and what celebrity kitty will blow up the Internet next. But now there is an easy way for cat fanatics to follow the status of their favorite feline and see where they rank on the list. Topping the chart this month are famous felines Grumpy Cat, Lil' Bub, Colonel Meow, Oskar & Klaus and City the Kitty.

"Cat lovers can't get enough of Internet cat culture; there have been billions of cat video views on YouTube, and popular cat personalities dominate social media with massive followings. But with such a cluttered landscape, where do you start?" says Shaun Belongie, senior brand manager for Friskies. "Friskies is committed to being a leader in Internet cat culture and we saw an opportunity to help cat lovers navigate the crazy, wonderful world of Internet cats with the *Friskies 50*. We hope people love it as much as we do."

Utilizing an algorithm based on each cat's social media reach and engagement levels across various social platforms, the *Friskies 50*<sup>1</sup> compiles the most influential Internet cats every month (out of a total of more than 250 cats) and ranks them in order from 1-50 at [www.Friskies50.com](http://www.Friskies50.com). The index methodology also takes into account the cat's presence in traditional news such as recent mentions in print and online articles. While each cat's ranking is strongly influenced by the number of social channels the cat is engaged on and the level of media coverage they receive, a key factor is also the public's reception of the content and coverage.

With the *Friskies 50*, users are able to view how cats rank each month depending on their score from the previous month. Arrows displayed beside each cat's name indicate upward or downward movement. For example, upward indicators in green show an increase in score and downward indicators in red show a decrease. All data collected is publicly available.

The *Friskies 50* website not only offers the rankings of the most influential cats, but it also allows users to submit a cat that might have what it takes to be considered for the list. Simply enter the name and the links to the cat's social media properties and let the algorithm do the work. If the cat makes the cut, he/she will be on the next month's list. Additionally, users can subscribe to receive monthly updates on their favorite influential cats.

## The *Friskies* 50 - Top 50 Influential Cats (as of July 8)

1. Grumpy Cat	26. Homer The Blind Wondercat
2. Sparta & Loki (Mean Kitty)	27. Snoopybabe
3. Shironeko	28. Hank
4. Lil' Bub	29. Justin Fire Survivor
5. Nylah Kitty	30. Sockington
6. Oskar & Klaus	31. Sam Has Eyebrows
7. City the Kitty	32. Corky the Cradle Cat
8. Henri Le Chat Noir	33. Richard Kitty
9. Colonel Meow	34. Princess Monster Truck
10. Venus the Two Faced Cat	35. Mercury The Cat
11. Nala	36. Maccha Cat
12. Hamilton the Hipster Cat	37. Daisy The Curly Cat
13. Roku	38. Captain Pancakes
14. Maru	39. Smoosh
15. Luna The Fashion Kitty	40. Spangles The Cross Eyed Cat
16. Winston	41. Waffles
17. Anakin the Two Legged Miracle Cat	42. Choupette Lagerfeld
18. Pudge	43. Little Bear
19. Tommy, Gracie, and Leo	44. Chase No Face
20. Zeus the Serval	45. Sir Stuffington

21. Street Cat Bob	46. Lazarus The Vampire Cat
22. Hero Cat	47. Mayor Stubbs
23. Pokey	48. Hello Oskar
24. Cole & Marmalade	49. Milla the Cat
25. Cooper the Photographer Cat	50. Cat Food Breath

Stay tuned to see how rankings will differ in next month's list. For additional information about the *Friskies 50*, please visit [www.Friskies50.com](http://www.Friskies50.com) and follow the conversation online using the hashtag #Friskies50.

### **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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