Grumpy Cat Meets the First-Ever Grump-O-Lantern, Face-to-Face

ST. LOUIS-(BUSINESS WIRE)-Grumpy Cat might have met her grumpiest match yet!

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Today, Friskies® is creating a magical moment in history to kick off a special Halloween promotion with PetSmart. Grumpy Cat comes face-to-face with the first-ever Grump-O-Lantern created by famed sculptor Ray Villafane at a PetSmart store near Phoenix, AZ (13764 W. Bell Rd, Surprise, Arizona 85374).

Using Friskies' unique Grump-O-Lantern stencil modeled after Grumpy Cat's famous frown, Villafane sculpted an extraordinary masterpiece for an epic meet-up in the feline's hometown. To see the artist at work, view this time lapsed video that shows the condensed, step-by-step version of the Grump-O-Lantern carving process.

"Sculpting distinctive pieces is a serious passion of mine that has allowed me to meet many fascinating people and celebrities over the years, but I haven't come across anyone as furry and grumpy as Grumpy Cat!" said Ray Villafane. "Teaming up with Friskies and PetSmart to bring the Grump-O-Lantern to life with my own personal touch using the exclusive stencil has been such a fun experience for me. What's great about this stencil is that you don't have to be a skilled sculptor to create a Grump-O-Lantern that will impress all the neighbors."

This Halloween, consumers can create their own Grump-O-Lantern using the Friskies stencil available exclusively at PetSmart.com. Visitwww.PetSmart.com/Friskies to download the stencil and follow five easy steps. Fans are encouraged to share photos of their works of art via social media using the hashtag #Grumpkin.

"Pumpkin carving is a tradition in many households so we are thrilled to partner with PetSmart to bring the Grump-O-Lantern stencil to homes everywhere this Halloween season," said Jason Vita, Senior Manager Shopper Marketing for Nestlé Purina PetCare. "We hope everyone enjoys this unique stencil experience and we are anxious to see all the Grumpy Cat pumpkin creations on social media."

PetSmart is also offering exclusive Friskies variety packs featuring Grumpy Cat so visit your local store to purchase the product while supplies last.

Visit www.PetSmart.com/Friskies to download the Grumpy Cat Halloween stencil and go to your local Petsmart to find exclusive Friskies variety packs featuring Grumpy Cat. To view the time-lapsed video of Ray Villafane carving the Grump-O-Lantern, visit Friskies' YouTube page.

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, 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.

ABOUT PETSMART

PetSmart, Inc. (NASDAQ: PETM) is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. The company employs approximately 53,000 associates and operates approximately 1,352 pet stores in the United States, Canada and Puerto Rico, 200 in-store PetSmart®PetsHotel® dog and cat boarding facilities and is a leading online provider of pet supplies and pet care information (http://www.petsmart.com). PetSmart provides a broad range of competitively priced pet food and pet products; and offers dog training, pet grooming, pet boarding, PetSmart Doggie Day CampSM day care services and pet adoption services. Through its in-store pet adoption partnership with PetSmart Charities® and PetSmart Charities® of Canada, PetSmart has helped save the lives of more than 5.7 million pets since 1994. PetSmart Charities, Inc. and PetSmart Charities of Canada (collectively “PetSmart Charities”) are independent, nonprofit organizations that save the lives of homeless pets and reduce shelter intake through spay and neuter efforts. In 2013, nearly 440,000 dogs and cats found homes through PetSmart Charities’ adoption centers in all PetSmart stores and by sponsoring community adoption events. PetSmart Charities is the leader in granting money to help pets in need, with more than $34 million given in 2013 throughout North America.

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