Hot on the Tail of Grumpy Cat, Maru Catapults His Way to the Top

Current Friskies 50 Standings Released; Grumpy Cat and Maru Take the Top Two Spots in an Ever-Changing List of Cat Culture Influencers

ST. LOUIS (November 7, 2014) – Today, Friskies® released the latest *Friskies 50* standings[1], the definitive guide to the 50 most influential cats on the Internet. With new feline phenoms popping up online every day, the *Friskies 50* allows cat lovers to easily follow the status of their favorite furry friends. In the latest list, Grumpy Cat maintains her position at the top of the rankings, but Maru – who catapulted from #14 in the original standings – is closing in on Grumpy Cat and holding steady in the #2 position. Will they be able to hold their reign in the coming months?

Beyond the top two rankings, there is a lot of movement in the rest of the list, including Waffles breaking into the top 10 and Colonel Meow moving up the rankings significantly. Plus, as a result of outside nominations, newcomers like Suzie The Bomb Cat achieve a coveted spot in the list.

"It's captivating to see how the current standings have changed and we're thrilled that a large part of that is due to how well the *Friskies 50* has been received by cat lovers," says Marine Dubois-Roussel, marketing associate for Friskies. "Since the launch of the *Friskies 50* in July, a lot of cats are rising to the top while others are falling down and – in some cases – off the list completely. It's been a lot of fun to learn about the cats our fans have nominated and see how they stack up in the rankings."

Waffles, an adorable Scottish Fold from California, surges up to #10 from his initial standing at #41, which is one of the most notable jumps in the list so far. His hobbies include playing with paper bags, cardboard and feathers, as well as people watching and licking. Without a doubt, Waffles will be a cat to watch.

Although Colonel Meow is no longer with us, his spirit and determination live on. This month, the strong-willed cat makes a ten-spot leap from #24 to #14. Will he climb to the top 10 next month?

Two new kitties break into the *Friskies 50* thanks to the support of outside nominations. Suzie The Bomb Cat makes her big debut at #34, and Daisy The Curly Cat closes out the list at #50.

***Friskies 50* - Top 50 Influential Cats (as of November 7)**

1. Grumpy Cat	26. Hamilton The Hipster Cat
2. Maru	27. Joey The Garden Cat
3. Lil Bub	28. Snoopybabe
4. Shironeko	29. Pokey
5. Sparta & Loki	30. Sam Has Eyebrows

6. Nylah Kitty	31. Sockington
7. N2 The Talking Cat	32. Justin Fire Survivor
8. Nala	33. Hank
9. Oskar & Klaus	34. Suzie The Bomb Cat
10. Waffles	35. Choupette Lagerfeld
11. Anakin The Two Legged Miracle Cat	36. Princess Monster Truck
12. Venus The Two Faced Cat	37. Corky The Cradle Cat
13. Henri Le Chat Noir	38. Smushball
14. Colonel Meow	39. Richard Kitty
15. Wasabi	40. Spangles The Cross Eyed Cat
16. Luna The Fashion Kitty	41. Mercury The Cat
17. Cole & Marmalade	42. Milla The Cat
18. Hero Cat	43. Chase No Face
19. Pudge	44. Lazarus The Vampire Cat
20. City The Kitty	45. Blacky The Wheelchair Cat
21. Homer The Blind Wonder Cat	46. Little Bear
22. Street Cat Bob	47. Hello Oskar
23. Winston	48. Pretzel (The Little Kitty That Could)
24. Cooper The Photographer Cat	49. Dewey
25. Nora The Piano Cat	50. Daisy The Curly Cat

Be sure to go to www.Friskies50.com for additional information about the current standings and follow the conversation online using the hashtag #Friskies50. Stay tuned to see how rankings may differ in future lists

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If there is a cat out there that you love and think the world should know about, visitwww.Friskies50.com and fill out the nomination form. If the cat makes the cut, he/she will be featured on the list. Additionally, you can subscribe to receive updates on your favorite influential cats.

ABOUT FRISKIES 50

Utilizing a proprietary algorithm based on each cat's social media reach and engagement levels across various social platforms, the *Friskies 50* 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. 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.

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.

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[1] Disclaimer: The *Friskies 50* does not represent all cats whose owners have created social accounts on their behalf. As new accounts are created, those account holders must correspond with the *Friskies 50* for inclusion in the *Friskies 50* index. Any account holder must notify the *Friskies 50* in writing via the website www.friskies50.com/remove if he/she does not wish to be included in the index.

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