

Cat's Out of the Bag...Grumpy Cat Reveals Her Top Ten Pet Peeves in Her First-Ever Blog Post

Blog is Available Exclusively on PawCulture.com Along with FREE Cat Clubhouse Membership for Special Deals from Purina and PetSmart

ST. LOUIS, Nov. 14, 2016 /[PRNewswire](#)/ -- It's no surprise that Grumpy Cat is...well, grumpy. But up until now, fans never knew exactly what makes America's favorite feline curmudgeon so annoyed. Today, Purina and PetSmart are making that possible by launching Grumpy Cat's first-ever blog post, which will be housed exclusively on [PawCulture.com](#). Visitors to the site will get a peek at Grumpy's top ten pet peeves and also have the opportunity to join the FREE, members-only Cat Clubhouse.

Experience the interactive Multimedia News Release here:

<http://www.multivu.com/players/English/7974851-purina-friskies-grumpy-cat-pawculture-pet-peeves-blog>

From party invites to selfie sticks, pretty much everything gets on Grumpy Cat's nerves. She spells out her biggest irritations in a list that includes a corresponding image or GIF for each grievance. Everyone knows Grumpy Cat doesn't like many things, but Friskies is one of the exceptions. When fans visit PawCulture.com to read Grumpy Cat's blog, they can also sign up for Cat Clubhouse to get special deals from a variety of cat brands including Grumpy's favorite Friskies products such as Friskies® Tender & Crunchy Combo, Friskies® Cat Concoctions, Friskies® Party Mix treats and Friskies® Pull 'n Play.

"Purina is partnering with PetSmart on Cat Clubhouse to offer great deals to cat-lovers on quality cat food like Friskies, cat treats and litter," said Andrew Goldberg, Retail & Shopper Marketing Manager for Nestlé Purina Petcare. "Be sure to go to PawCulture.com to get a glimpse into Grumpy Cat's pet peeves and while you're there, sign up for a FREE Cat Clubhouse membership."

Cat Clubhouse is the ultimate destination for cat-lovers and parents. Members receive exciting perks like monthly savings from PetSmart and Purina, weekly emails, featured cat stories and more.

In addition to Grumpy Cat's exclusive blog, PawCulture.com has a lot of great content about cat culture. The site was designed to celebrate the unbreakable bond between pets and their people. The site informs, inspires and entertains through helpful advice, horoscopes and powerful stories.

Check out Grumpy Cat's blog post at www.PawCulture.com. To sign up for Cat Clubhouse, visit www.PawCulture.com/catclubhouse.

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 GRUMPY CAT

Grumpy Cat's global following includes 8.7 million Facebook fans, 500k+ Twitter followers, 1.9 million

followers on Instagram, and over 40 million YouTube views. Since her photos first went viral in 2012, Grumpy Cat has gone from Internet star to real-life celebrity and pop culture icon. Grumpy Cat has been Friskies official "Spokescat" since 2013.

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SOURCE Friskies
