

## Woof, Woof – Hooray! City of Crete, Nestlé Purina PetCare Company Unveil New Dog Park as the Pet Food Manufacturer Celebrates 50 Years in Crete

CRETE, NEB., July 24, 2015 – The dogs of Crete, Neb., have a new place to run and play, with the recent opening of Waggin' Tail dog park, a partnership between Nestlé Purina's Crete manufacturing facility and the city.

A grand opening ceremony was held at the park, located at the intersection of County Road 2400 and East 13<sup>th</sup> Street, on July 24, with remarks made by Crete Mayor Roger Foster and Nestlé Purina representatives. Nestlé Purina provided a \$25,000 grant for the creation of the park, which was developed on land owned by the city.

"The Nestlé Purina plant in Crete is very important to the community – not just the high-quality jobs that they offer to the residents that live in and around the community, but also the benefits of the relationship that we have to engage in public and private partnerships, much like the dog park," said Roger Foster, Crete Mayor. "We can't be happier about this partnership, which is naturally very fitting for Nestlé Purina and very needed within the community."

The dog park grand opening is one way Nestlé Purina is commemorating another special occasion – the Company is celebrating 50 years in Crete. The second largest employer in Crete, the factory employs approximately 460 associates and has been an integral part of the community for all of its 50 years and counting.

"It's always been a high priority for Nestlé Purina to stay in touch with the community here in Crete," said Greg Hiser, Factory Manager, who has managed the facility for 12 years. "We go the extra mile to be an asset for the city of Crete, and we are particularly proud to partner with the city to do something for the dogs that we love and cherish."

Nestlé Purina also values its longtime partnership with other area organizations, like Crete Public Schools, and business partners, including Crete Carrier Corporation.

"(This plant) really gave us our start...that was our first customer," said Duane Acklie, Chairman and founder of Crete Carrier Corporation. "The plant was fairly small, but we hauled virtually everything in those days both in and out. I congratulate (the factory) on many years of success."

The factory, which was built by ALPO Petfoods, Inc., opened in 1965. Nestlé acquired ALPO in 1994, seven years before the acquisition of Ralston Purina in 2001.

Today, the factory produces a variety of canned dog and cat food products, including Purina® ONE®, ALPO®, Friskies®, Purina Pro Plan® Veterinary Diets® and Purina Pro Plan.

"I'd like to congratulate the plant on their 50<sup>th</sup> anniversary," Foster said. "(The plant) has grown tremendously and has been a great asset to the community."

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## About Nestlé Purina PetCare

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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