Grumpy and Feline Mascot Friends Attend Exclusive Video Premiere Presented by Friskies®

A New Co-Branded BuzzFeed Video Featuring Grumpy Cat Premiered at the Iconic Tampa Theatre

ST.LOUIS (August 5, 2015) – Starring in a BuzzFeed video is a major life event, which calls for celebration with close friends. And when you're a cat, your closest friends are, well, other cats. So, it's merely standard practice that Grumpy Cat invited five of her feline mascot friends to join her last night for the premiere of the newest BuzzFeed video, '*Happiness Finds Grumpy Cat*', starring the official Friskies® "spokescat" herself.

The lineup that joined Grumpy Cat is certainly unique. Attendees included **DJ Kitty** of the Tampa Bay Rays, **Sir Purr** of the Carolina Panthers, **Stanley C. Panther** of the Florida Panthers, **Kingston the Lion** of Orlando City Soccer Club and **Aubie the Tiger** of Auburn University.

The co-branded video follows a loveable dog named Happiness who recognizes Grumpy Cat in the aisles of a PetSmart. Happiness tries his best to meet Grumpy as she tries her best to avoid Happiness at all costs. The full video of this entertaining encounter can be found here or by visiting YouTube.com/BuzzFeed.

"It's a hilarious concept and we are definitely excited to partner with BuzzFeed to produce this latest installment of great online pet-content," said Jason Vita, Senior Manager Shopper Marketing for Nestlé Purina PetCare. "The interaction between Happiness and Grumpy is one that will not disappoint, so check it out!"

The video sheds light on what may be a lesser known fact among cat owners – cats are indeed welcomed inside PetSmart stores nationwide, just like dogs. The pet specialty retailer offers a full array of cat products, including the limited edition Friskies Variety Pack with exclusive Grumpy Cat packaging, sold in all PetSmart stores as well as online at PetSmart.com.

"You could tell Grumpy was very comfortable being inside PetSmart for the filming," said Tabatha Bundesen, Grumpy Cat's owner. "As soon as she saw her face on the Friskies Variety Pack with exclusive Grumpy Cat packaging, it's like she felt right at home. It helps that PetSmart is a pet friendly environment for both cats and dogs."

Follow the conversation online with #HappyFindsGrumpy.

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. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. At

PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. At PetSmart, we believe pets make us better people. That's why we create more moments for people to be inspired by pets. This mission impacts everything we do for our customers, the way we support our associates, and how we give back to our communities. We employ approximately 53,000 associates, operate approximately 1,404 pet stores in the United States, Canada and Puerto Rico and approximately 202 in-store PetSmart® PetsHotel® dog and cat boarding facilities. PetSmart provides a broad range of competitively priced pet food and pet products and offers dog training, pet grooming, pet boarding, PetSmart Doggie Day Camp day care services and pet adoption services in-store. Our portfolio of digital resources for pet parents – including PetSmart.com, Pet360.com and petMD.com – offers the most comprehensive online pet supplies and pet care information in the U.S. Through our in-store pet adoption partnership with independent nonprofit organizations, PetSmart Charities™ and PetSmart Charities™ of Canada, PetSmart helps to save the lives of more than 400,000 homeless pets each year. In addition, PetSmart supports organizations that make communities a better place to call home through our philanthropy program, PetSmart Gives Back™. By giving back to the communities where we live and work, PetSmart not only celebrates the power of pets to enrich people's lives—we live it.

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ABOUT BUZZFEED

BuzzFeed is the social news and entertainment company. BuzzFeed is redefining online advertising with its social, content-driven publishing technology. BuzzFeed provides the most shareable breaking news, original reporting, entertainment, and video across the social web to its global audience of more than 200M. BuzzFeed Motion Pictures, the full scale studio extension of BuzzFeed based in Hollywood, receives over 1.5 billion monthly video views across 20 different platforms.

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