

Friskies® Pull 'n Play™ is the Must-Have Gift for Cats This Holiday Season

The treating toy that offers the only edible strings for cats is a favorite among playful celebrity cats Waffles and Nala Cat

ST. LOUIS (November 17, 2015) – Holiday gift giving is not just for humans. Many cat owners are planning on purchasing a gift for their purring pals this year. This holiday season, Friskies® Pull 'n Play™ is the must-have gift for kitties. The latest innovation in cat snacks, Pull 'n Play features the first-ever tender, edible strings for cats. It's a whole new way to treat and play with your cat.

Friskies Pull 'n Play can be used alone or in conjunction with Wobbert - a wobbly cat toy that can accommodate two treats at once: yummy Pull 'n Play strings fit into Wobbert's ears and Friskies® Party Mix™ treats go into his belly. As your four-legged friend plays with Wobbert and enjoys the delectable edible strings, the treats will dispense out of Wobbert and your cat can continue snacking on flavorful crunchy treats. The Pull 'n Play edible strings come in three delicious flavors: Chicken & Cheese, Salmon & Shrimp, and Tuna & Crab.

"It's no secret that cats love to play with string, which is why every cat wants to get their paws on Pull 'n Play, the only product on the market that offers edible strings and endless fun for our feline friends," said Alison Wilson, Assistant Brand Manager for Friskies treats. "Pull 'n Play is the perfect stocking stuffer for every cat this holiday season."

Playful cats across the country are clamoring for Friskies Pull 'n Play. The product has become a favorite among America's top celebrity cats including Waffles and Nala Cat.

"Waffles loves to play, especially with string, so it's no surprise he has had endless fun combining treating and playing with Pull 'n Play's edible strings for cats," says Derek Liu, Waffles' human. "This product really allows us to extend that treating experience in a way that we both enjoy, which is why it's at the top of our shopping list for Waffles this holiday season."

Friskies Pull 'n Play product, which launched in June 2015, is available at retailers nationwide and on Amazon.com.

The Friskies Pull 'n Play Combo Pack consists of one Wobbert toy, one (1 oz.) Pull 'n Play and one (2.1 oz.) Party Mix package. The suggested retail price is \$5.99. Individual Pull 'n Play string pouches are available separately at a suggested retail price of \$2.99.

For more information about Pull 'n Play visit www.Friskies.com/PullNPlay.

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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