# USA Network to Televise 'Beverly Hills Dog Show Presented by Purina,' Co-hosted by David Frei and John O'Hurley, on Easter Sunday 2017

## NBC Sports Group, Creator of NBC's Popular Thanksgiving Day "National Dog Show," to Produce New Program as Part of Multi-Year Agreement with Kennel Club of Beverly Hills and Purina

NEW YORK, NY – September 21, 2016 – USA Network will broadcast the **Beverly Hills Dog Show** for the first time ever as part of a new partnership with the Kennel Club of Beverly Hills. Featuring the canine stars of the show on a one-of-a-kind dog-friendly red carpet, the inaugural **BEVERLY HILLS DOG SHOW PRESENTED BY PURINA** – produced by NBC Sports Group – will air on USA Network at 8/7c on Easter Sunday, April 16, 2017.

Over 1,000 dogs from more than 200 eligible breeds are expected to participate in the competition. The crowning of Best in Show will be the culmination of the two-hour television presentation – and will also feature the seven Best in Show finalists walking a fashion-show style runway while the judge decides the champion. As part of the broadcast, stars from NBCUniversal's television hits are expected to share top billing.

Created by NBC Sports Group in a multi-year agreement with the Kennel Club of Beverly Hills and Purina, the new program will be hosted from the Fairplex in Pomona, California by legendary breeder, owner, handler, author and judge **David Frei**, alongside award-winning actor, author and Broadway star **John O'Hurley**. Frei and O'Hurley also co-host television's most-watched canine competition, NBC's "The National Dog Show Presented by Purina."

"We are thrilled about becoming a part of the dog show tradition on USA Network and NBC," said **Tom Powers**, President, Kennel Club of Beverly Hills. "Our goal is to make this a real celebration of all the dogs in our life."

"We're excited to strengthen our partnership with NBC to continue delivering engaging and family friendly dog show programming for pet lovers with this new concept that combines the best of the entertainment and dog show worlds," said **Sean Fitzgerald**, Vice President, Purina Professional Engagement Team. "We're proud that the new **BEVERLY HILLS DOG SHOW PRESENTED BY PURINA** will serve as a reminder of Purina's belief that pets make our lives bigger and better."

NBC Sports Group and USA Network have for years produced television's most compelling dog show competitions. In 2002, NBC Sports Group created a holiday tradition introducing "The National Dog Show Presented by Purina." Anchored by Frei and O'Hurley, last year's show on NBC reached more than 26 million viewers over its debut broadcast at noon on Thanksgiving Day, followed by a primetime encore the next night. For more than 30 years, USA Network televised the Westminster Kennel Club Dog Show, with Frei co-hosting the competition for the last 27 years.

In addition to the Easter night debut of the **BEVERLY HILLS DOG SHOW PRESENTED BY PURINA**, USA Network will present a daytime encore on April 17, and NBC will air a daytime encore on Sunday, April 23. NBC Sports Network (NBCSN) will also feature the show in its annual "Thanksgiving Day Dog Show Marathon" on Thursday, November 23.

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**About Kennel Club of Beverly Hills**

The Kennel Club of Beverly Hills is one of the world's most recognizable kennel clubs. Established in 1965 and originally incorporated by the prominent attorney John O'Melveny of the Los Angeles law firm, O'Melveny & Myers, KCBH has made its mark through the years in producing its popular and successful dog events. A member club of the American Kennel Club, its two annual shows attract top-rated dogs, their owners and handlers, and judges, as well as a number of international visitors. A not-for-profit organization, KCBH touches on and influences many audiences through its community activities that promote interest in dogs, responsible dog ownership, and canine health.

**About Nestlé Purina PetCare**

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premier 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 USA Network**

USA Network, the leader in cable entertainment, offers a powerful stable of dramatic, comedic and unscripted originals in more than 102 million U.S. homes. The network also features spectacular live television, a dynamic portfolio of acquired series and the best in blockbuster theatrical films and entertainment events. A trailblazer in digital innovation and storytelling, USA is defining, driving and setting the industry standard for Social TV. USA is a program service of NBCUniversal Cable Entertainment, a division of NBCUniversal. USA's award-winning website is located at http://www.usanetwork.com. Watch USA Network anywhere: On Demand, online or across mobile and connected TVs.

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