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**PURINA CAT CHOW CONNECTED FOR THE CAUSE CAMPAIGN
CELEBRATES BREAST CANCER SURVIVORS AND THEIR FELINE COMPANIONS**

Purina Cat Chow Donates more than \$200,000 to Susan G. Komen for the Cure and Invites Consumers to Show their Support with Online Photo Submissions

Survey Highlights the Emotional Bond Between Women Battling Breast Cancer and their Cats

St. Louis, Mo., May 27, 2009 – Purina® Cat Chow® understands the unique bond between an owner and their cat and the connection they share. Inspired by a cancer survivor's touching story of the role her cat played during her battle with cancer, Purina Cat Chow began a partnership with Susan G. Komen for the Cure®. A recent Purina Cat Chow national survey of breast cancer survivors with cats underscores this connection by revealing 84 percent of respondents felt their cat had a calming effect during their battle with breast cancer and 76 percent of respondents received daily support from their cat during treatment. This year, Purina Cat Chow will donate more than \$200,000 to Susan G. Komen for the Cure and will raise awareness for breast cancer through the Purina Cat Chow Connected for the Cause campaign.

Beginning in May, Purina Cat Chow invites consumers to visit www.catchow.com/pink to hear survivor stories, read about the unique connection between survivors and their cats, and share photos of support. For every picture uploaded, Purina Cat Chow will donate an additional \$1 to Susan G. Komen for the Cure up to \$10,000. The Purina Cat Chow Connected for the Cause campaign will culminate in October with limited-edition pink packaging at grocery, mass and pet retailers nationwide in honor of National Breast Cancer Awareness Month. Products featuring pink packaging include Purina® Cat Chow® Complete Formula and Purina® Cat Chow® Indoor Formula, both available in 3.5 lb. and 16 lb. bags.

“We have heard countless stories from breast cancer patients and survivors of how they have been emotionally supported by their cats,” said Katy Laciny, Purina Cat Chow, Assistant Brand Manager. “Purina Cat Chow’s Connected for the Cause campaign honors this exceptional relationship and asks our consumers to help us spread awareness and support Susan G. Komen so that a cure can be found.”

According to Dr. Karen Sueda, Diplomate, American College of Veterinary Behaviorists, cats are perceptive to their owners needs during an illness. “Whether pet owners are fighting a disease such as breast cancer or going through a rough period in life such as job loss or financial stress, their cats often display intuitive behaviors of knowing when they need extra love and support.”

According to the Purina Cat Chow national study, breast cancer patients that own a cat report that their relationship with their cat has played an important role in their treatment and recovery: 73 percent said their cats knew they were sick and needed their support while undergoing treatment; 68 percent of survivors conveyed they found comfort from their cat during their treatment and 82 percent felt that their cats were there to greet them when they came home from treatment.

These findings are echoed by Missy Fish, a two-time breast cancer survivor who describes her cats Phoebe and Jack as, “the perfect companions when I needed them most.” She also notes, “The relationships between owners and cats are powerful.”

This marks the second year Purina Cat Chow is supporting Susan G. Komen for the Cure, the global leader of the breast cancer movement. In 2009, Purina Cat Chow will donate more than \$200,000 to Susan G. Komen for the Cure and will encourage consumers to help add to the total donation by uploading photos of support or actively participating in the Purina Cat Chow Connected for the Cause campaign activities throughout National Breast Cancer Awareness Month. Laciny adds, “The Purina Cat Chow Connected for the Cause campaign gives consumers the opportunity to join us in showing their support and recognizes the strong emotional connection between owners and their cats.”

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure(r) and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, the organization has invested \$1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

About Nestlé Purina PetCare and Purina Cat Chow brand Cat Food

The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis, Mo., where Ralston Purina was founded more than a century ago. Nestlé Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. One of the leading global players in the pet food industry, Nestlé Purina PetCare is part of the Swiss-based Nestlé S.A. – the world’s largest food company. With advanced nutrition for each life stage, Purina Cat Chow brand Cat Food offers a family of products with 100% complete and balanced nutrition for physical health and emotional well being. For more information on Nestlé Purina PetCare Company, visit www.purina.com.

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