



FOR IMMEDIATE RELEASE

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PURINA CAT CHOW CONNECTED FOR THE CAUSE PRODUCT FACT SHEET

For the second consecutive year, select Purina® Cat Chow® packages will turn pink this October in recognition of National Breast Cancer Awareness Month to support Susan G. Komen for the Cure®, the world's largest breast cancer advocacy organization. As part of the brands' Connected for the Cause campaign, Purina® Cat Chow® Complete Formula and Purina® Cat Chow® Indoor Formula will feature limited-edition pink packaging available during October 2009 at mass, grocery and pet retailers nationwide.

Purina Cat Chow Complete Formula

- Provides 100 percent complete and balanced nutrition for cats of all ages and lifestyles and is ideal for multiple cat households.
- Features cat-tested, cat-approved great taste and includes the Ulti-Pro Enhanced Protein System®.
- Available in 3.5 lb. bags (SRP \$4.99) and 16 lb. bags (SRP \$13.99)



Purina Cat Chow Indoor Formula

- Helps adult indoor cats to maintain a healthy weight and lean muscle mass and is ideal for feeding every day.
- Contains a special blend of ingredients – including the wholesome grains and garden greens cats crave – designed to satisfy the nutritional needs of an indoor cat as well as a natural fiber blend that helps control hairballs.
- Available in 3.5 lb. bags (SRP \$4.99) and 16 lb. bags (SRP \$13.99)



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