



**FOR IMMEDIATE RELEASE**

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**WANTED: THOUSANDS OF DOG OWNERS ACROSS THE COUNTRY TO  
HOST DOGGIE DINNER PARTIES**

***Dogs Will Dine On Thoughtfully-Prepared Meals Provided By New Chef Michael's® Canine  
Creations During Sunday Supper House Parties This Summer***

**St. Louis, Mo. – July 8, 2009** – Chef Michael's® canine creations from Purina will celebrate its national debut by hosting nationwide dinner parties for dogs on August 16. Dog lovers everywhere, who want to serve their dogs thoughtfully-prepared dinners made with real beef or poultry, can apply for the chance to host a Chef Michael's House Party™ at [www.houseparty.com/chefmichaels](http://www.houseparty.com/chefmichaels). One thousand lucky dog owners will be selected to gather their favorite dog-loving friends and their canine companions for a Sunday Supper party celebrating the launch of Chef Michael's canine creations.

“Dogs are part of the family, and now they’ve earned a seat at the dinner table as Chef Michael’s canine creations hosts the first pet-themed House Party™ dinner event for dogs and their owners,” said Shaun Belongie, Chef Michael’s Assistant Brand Manager. “Sunday Supper is the perfect setting to introduce Chef Michael’s canine creations as each dish features chef-inspired flavors made with real meat and touches of vegetable garnishes that reflect the care and love of a home-cooked meal or Sunday Supper.”

Presented in varieties such as Smoked Turkey, Herb Chicken and Beef Tenderloin, Chef Michael’s recognizes that mealtime is the perfect opportunity for dog owners to show their dogs how much they love them by serving them meals that are just as special as their four-legged friends enjoying them. Chef Michael’s is dedicated to fulfilling dogs’ desires through offerings that will get their tails wagging and mouths watering!

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The Chef Michael's House Parties will inspire thousands of tails to wag nationwide this August. Hosts will receive party packs for the Sunday Supper event that include dog-themed activities, Chef Michael's meals and, of course, doggie bags for all of the four-legged guests! In addition, dog owners will be invited to bring their signature dishes to share for their own Sunday potluck supper. Some of the criteria for selecting hosts include their love for their dogs and their enthusiasm for the new Chef Michael's brand.

The Chef Michael's dry dog food products are available in two varieties: Rotisserie Chicken Flavor and pea & carrot garnishes and Filet Mignon Flavor and potato & green bean garnishes. Available in 1.5lb, 4.5lb and 11.5lb sizes, the dry varieties debut nationwide this summer at grocery, mass merchandise and pet specialty stores. The Chef Michael's wet varieties featuring re-sealable lids debuted earlier in the year. The line up includes eight 3-oz. varieties in two different forms: pate and meaty chunks in sauce. For more information, visit [www.chef-michaels.com](http://www.chef-michaels.com).

#### **About Nestlé Purina PetCare**

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. For more information on Nestlé Purina PetCare Company, visit [www.purina.com](http://www.purina.com).

#### **About House Party**

Founded in 2005, House Party is a leading consumer activation and experiential marketing services company that engages thousands of qualified consumer advocates who host in-home parties featuring a brand, product or element of entertainment programming. Managed via a proprietary, customized online community space for each brand event, consumers engage both in home and online to explore and promote brands they love. Headquartered in Irvington, NY, House Party works with such industries as consumer packaged goods, food & beverage, television, theatrical releases, consumer electronics, pharmaceutical, toys & games and automotive. Current clients include Sargento, NBC, Disney, Ford, Microsoft and P&G.

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