



**MEDIA RELEASE**

**14 April 2009**

**PURINA ONE 30-Day Challenge more popular than ever in '09**

It's official. The PURINA ONE 30-Day Challenge – a program to improve the health of the nation's pets – has proved more popular in 2009 than ever before.

Brand Manager for PURINA ONE, Kylie Hale, says that the company has already received as many registrations for this year's 30-Day Challenge in its first month as it did in last year's entire four-month campaign.

Pet owners take the 30-Day Challenge by visiting [www.purinaone.co.nz/challenge](http://www.purinaone.co.nz/challenge) and registering to receive the free Challenge Pack that includes a coupon for a free 510g bag of PURINA ONE cat food or 1.81kg bag of PURINA ONE dog food.

Consumers then keep a diary of their pet's health status over 30 days and note visible changes in their pet's condition – energy levels, weight changes, skin, fur and eyes – which are recorded on a scorecard.

Ms Hale says more than 144,000 New Zealand pets have taken the 30-Day Challenge since PURINA ONE began running it in 2004.

"The 30-Day Challenge has an exceptional record for achieving what it sets out to do. It's proven pet nutrition that works."

"Overwhelmingly, the feedback and stories we receive every year from pet owners who have taken the challenge with their pets is positive, with some people reporting dramatic improvements in their pets' health," says Ms Hale.

Ms Hale says that availability of the free PURINA ONE Challenge Packs is limited, so pet owners who want to register should do so quickly while stocks last.

For more information about the PURINA ONE 30-Day Challenge, visit:  
[www.purinaone.co.nz/challenge](http://www.purinaone.co.nz/challenge)

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**About Nestle Purina New Zealand**

- For over eighty years Purina has been a leader in the advancement of pet care and pet nutrition.
- Purina's expert nutritionists, food scientists, vets, and animal behaviorists are constantly discovering new ways to help pets lead healthier, happier, longer lives.
- No one invests more in research and development, and as a result Purina has made more breakthroughs in the field than any other company.
- Today Purina is one of the world's leading pet care companies, producing some of the best known pet food brands; many of which have served pet owners for generations. Each is the result of the very latest advances in quality, taste and nutrition.
- Purina products are designed to give pets and their owners the best possible choice of recipes and formats, for every life stage and lifestyle.
- Purina is also a committed member of the wider pet care community, supporting charitable organisations, working closely with the communities in which we work and operate, and promoting responsible pet ownership in New Zealand and worldwide.
- With over seventy per cent of New Zealand households owning pets, Nestlé Purina is servicing a growing market.
- Throughout the company's long history in the pet care business, it has built strong brands such as TUX, FRISKIES and FANCY FEAST.
- In 2002 the company acquired Ralston Purina, which saw the introduction of brands such as Purina ONE, BENEFUL and PRO PLAN.