

**MEDIA RELEASE****22 September 2009****30-Day Challenge brings better health to thousands of NZ pets**

Thousands of New Zealand pets are now much healthier thanks to a dietary programme run by Purina PetCare.

Purina's annual '30-Day Challenge' saw over 35,000 pet owners taking part in 2009, more than in any previous year.

Purina ONE Brand Manager, Kylie Hale, says that the results that have come in so far have been overwhelmingly positive, with 85 per cent of responding participants saying they saw an improvement in their pet's health over the 30 days.

"The 30-Day Challenge has an exceptional record for achieving what it sets out to do. It's proven pet nutrition that works, and the results really do speak for themselves," says Ms Hale.

***Feedback from pet owners who completed the 30-Day Challenge***

"I want to tell you about my poodle Sam. Since completing the 30-Day Challenge I now have the most wonderful dog in the world and he knows it. Bad breath is a thing of the past. He has energy you would have to see to believe. He outruns both grandsons ages 14 and 13. I am 81 yrs old, and just adore this wonderful animal and I have you to thank for making him so much fitter to stay with me for a lot longer. Thank you!" (Ruby Cusworth, Tauranga)

"Before I started using Purina, my dog Cheyenne was lazy, had no energy and never seemed to lose weight. After being on Purina ONE for just a few days I started noticing my once lazy plump dog was running around more with the other dogs. Her coat is now ten times better and her eyes are so bright." (Kate James, New Plymouth)

"My cat Dean-o was energetic already, as he is only one year old, but has so much more energy now that he is eating Purina ONE. We play with him for ages now with his tent and ball of string and he does not seem to want to give up. I wish there was a Purina ONE for adults! Thank you for everything as I did not realise Dean-o's food would make such a difference. Well done, Purina ONE!" (Raewyn Moore, Christchurch)

"Since starting on Purina ONE, my dog Star has gotten fitter with heaps more energy, a healthier coat, and brighter eyes. The change has been incredible and for the better." (Barry Judd-Sinclair, Paeroa)

Pet owners took the 30-Day Challenge by visiting the Purina ONE web site and registering to receive a free Challenge Pack that included a coupon for a free 510g bag of Purina ONE cat food or 1.81kg bag of Purina ONE dog food.

Owners then kept a diary of their pet's health status over 30 days and noted visible changes in their pet's condition – energy levels, weight changes, skin, fur and eyes –recorded on a scorecard.

For more information about maintaining optimal nutrition for dogs and cats, visit the Purina web site at [www.purina.co.nz](http://www.purina.co.nz)

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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.