

Purina® Dog Chow® Introduces A NEW Weight Management Option for Adult Dogs, with Purina® Dog Chow® Light & Healthy

ST. LOUIS (July 11, 2013) – Dogs, get ready to walk on the light side. Purina® Dog Chow® brand dog food launched nationwide its new Light & Healthy formula, a no-sacrifices option to help maintain a dog's ideal weight, without giving up portion size, or more importantly, taste.

Like humans, obesity is a growing problem in the dog population, with 53 percent of dogs in the United States classified as “overweight” or “obese” by their veterinarians.^[1] Purina® Dog Chow® Light & Healthy has 22 percent fewer calories and less fat than Purina® Dog Chow® Complete & Balanced.

The new formula has a taste and texture dogs love, is steam cooked at the start, features a unique tender and crunchy kibble blend, and is made with real chicken.

“Families don’t need to settle for less to help their dogs live happy, healthy lives,” said Karen Ganschaw, senior brand manager for Purina Dog Chow. “Our new Purina Dog Chow Light & Healthy product is a calorie-light way to help your dog maintain a healthy weight, because we believe that strong dogs make families stronger.”

According to a family impact study conducted by Purina® Dog Chow® in 2012^[2], 71 percent of people surveyed agreed that dogs help make families healthier. To help get the entire family moving together, Purina® Dog Chow® Light & Healthy shares the following tips:

- **Get Active:** Walks are a good place to start. But hiking and running are other fun ways for your family to be active together with your dog. Sign the whole family up for a 5K or 10K race that allows your dog to run (or walk) alongside you.
- **Go Play:** Playing fetch or throwing a disc is a great way for all members of the family to get active with your dog. You can even make up games such as hide ‘n seek with your dog’s favorite toy or roll a ball back and forth between family members to keep your dog on his toes.
- **Swim:** Does your dog love the water? At the end of the summer, many local pools have a day where you can bring your dog for a swim. Do you live near a beach? Check to see if there is dog beach where your dog can swim and wade in the water with you and your family.
- **Dance:** That’s right. Put on some tunes and act silly together right in your own house. Get your dog involved by directing your singing voice and dance moves toward him.

NOTE: Before you start any exercise program with your dog, be sure to check with your veterinarian.

Purina® Dog Chow® Light & Healthy is part of the Purina® Dog Chow® portfolio of products, and is available for purchase at grocery, mass and pet specialty retailers. The suggested retail price is \$5.99 for a 4-pound bag, \$12.99 for a 16.5-pound bag, and \$21.99 for a 32-pound bag.

For more information about the product, including third-party reviews of the product, please visit dogchow.com/lightandhealthy.

About Purina® Dog Chow®

The Purina Dog Chow brand offers a complete line of great-tasting, healthy dog foods, including Puppy Chow, Little Bites and Healthy Morsels. The brand is manufactured by Nestlé Purina PetCare, a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis, Missouri. Nestlé

Purina PetCare is part of Swiss-based Nestlé S.A. -- the world's largest food company.

[\[1\]](#) According to the Association for Pet Obesity Prevention (APOP), 2011 Pet Obesity Study

[\[2\]](#) **About the Purina® Dog Chow® Family Impact Study.**

The proprietary study was conducted April 5, 2012 – April 12, 2012 in collaboration with Market Probe International, on behalf of the Purina Dog Chow brand. Sampling was among a general US population of 1,501 adults online, aged 25-45 years old, who have 2+ people in the household, and consider themselves a family. Quotas were put in place to ensure analysable base sizes of key target groups (dog owners and non-owners). Sample weighting was employed to ensure that the sample's composition reflects that of the actual U.S. adult population based on the observed incidence in field.

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