



FOUR PLUS TWO: TALES FOR THE PET LOVER'S HEART **NATIONAL PHOTO & ESSAY CONTEST FACT SHEET**

WHAT: Nestlé Purina and Kroger Co. have teamed up to sponsor a television special about animals and their owners and to **launch a national contest to find the best photo and story about the ways people and pets make life better for each other.** The contest will feature a prize by award-winning, internationally acclaimed artist C.F. Payne.

WHEN: The national search for the ultimate "Tale for the Pet Lover's Heart" kicked off on **Friday, August 22** and will conclude on **Sunday, October 5.**

The winning story will be announced on **October 25, 2008**, to coincide with the national premiere of "*Four Plus Two: Tales for the Pet Lover's Heart*," a one-hour television special.

HOW: Enter online at www.purina.com (click on the "coupons and offers" tab) or via mail. Mail-in entries should be sent to: Purina Photo & Essay Contest Entry, P.O. Box 410097, Chicago, IL 60641. All mail-in entries must be postmarked by **October 5, 2008.**

PRIZES: **One (1) Grand Prize:** A personal portrait featuring the winner's family and his or her dog (s) and/or cat(s), painted by acclaimed artist C.F. Payne, who will go to the winner's home to personally meet the pet(s) and owner. The winner also receives a year's supply of either Purina® Dog Chow® or Cat Chow® brand pet food (awarded via coupons to be redeemed at retail), and a *Four plus Two: Tales for the pet lover's heart* earthwise grocery bag featuring C.F. Payne artwork and containing a variety of Nestlé Purina PetCare items, such as snacks and branded goods.

Two (2) First Prizes: A year's supply of either Purina® Dog Chow® or Cat Chow® brand pet food and a *Four plus Two: Tales for the pet lover's heart* reusable grocery bag with Nestlé Purina PetCare items, such as snacks and branded goods. Purina products will be awarded via free coupons to be redeemed at retail.

JUDGING

CRITERIA: All entries will be judged in relation to the following criteria: overall emotional appeal of photo and essay (50 percent), originality and creativity of photo and essay (25 percent) and quality of photo (25 percent). Winners will be selected by

a panel of independent judges under the supervision of the Contest administrator and an independent judging organization. Atlanta-based pet photographer Leesia Teh will serve as a guest judge.

###