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## FOR IMMEDIATE RELEASE

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### **KROGER AND NESTLÉ PURINA LAUNCH NATIONAL CONTEST, TV SPECIAL TO CELEBRATE THE BOND BETWEEN PEOPLE AND PETS Animal Welfare Groups Will Receive \$100,000 Contribution**

**CINCINNATI, August 26, 2008** – As relationships go, few compare to the connection between people and their pets. To celebrate this special bond, Cincinnati-based Kroger Co. (NYSE: KR) has partnered with Nestlé Purina, a global pet food manufacturer, 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.

The national search for the ultimate “Tale for the Pet Lover’s Heart” – the photo and story that best illustrates the amazing ways that our pets enhance our lives – kicked off on Friday, August 22. The winning photo and 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 produced by Blind Squirrels Production Group, Inc. The TV show will air nationwide on cable station WGN America. “Numerous studies support the strength of the human-animal bond and the positive effects that pets and people have on each other,” said Dave Tornberg, marketing manager at Nestlé Purina. “The partnership between Kroger and Nestlé Purina to develop this national contest and the ‘*Four plus Two: Tales for the pet lover’s heart*’ TV program provides what we believe to be an engaging peek into some of the most endearing stories of the human-pet relationship and speaks to our shared respect for this relationship.”

To recognize the critical role animal shelters and welfare groups play in building pet-people relationships, Kroger and Nestlé Purina will contribute \$100,000 to local animal welfare organizations working in communities served by the Kroger family of stores.

# NESTLÉ PURINA

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“We know pets are an important part of many of our customers’ families. Our partnership with Purina makes it easy for our customers to celebrate the special bond they have with their pets,” said Evan Anthony, Kroger vice president of marketing and advertising. “The ‘Four plus Two’ program, TV special and the contribution to local animal welfare agencies are some of the ways Kroger supports people and their pets in the communities we serve.”

### Contest Details

The “Four plus Two: Tales for the Pet Lover’s Heart Photo-Essay Contest” officially launched on Friday, August 22. To enter, pet owners must visit [www.purina.com](http://www.purina.com) and click on the “coupons and offers” tab to submit a photo and short “tale” (250 words or less) that describes the special way they and their pet(s) make life better for each of them. People can also enter the contest by sending a handwritten or typed response and photo to: Purina Photo-Essay Contest Entry, P.O. Box 410097, Chicago, IL 60641.

The winning entry will be determined based on overall emotional appeal of the photo/essay (50 percent), originality and creativity of the photo/essay (25 percent) and photo quality (25 percent). Renowned artist C.F. Payne – who has created the theme art of the television special – will create a portrait of the grand prize winner and their pet(s). He will visit the winner’s home to meet the winner and his or her pet and create an original painting celebrating the relationship. C.F. Payne’s artwork has been exhibited at the Cincinnati Art Museum, the National Portrait Gallery and the Norman Rockwell Museum and has graced the covers of *Time Magazine*, *Readers Digest*, *Sports Illustrated* and *The New York Times Book Review*. His artwork has appeared in 10 children’s books, including *The Remarkable Farkle McBride* and *Micawber*, written by John Lithgow.

In addition to the personal portrait, the grand prize winner will receive a year’s supply of Purina® Cat Chow® or Purina® Dog Chow® brand pet food. Two first prize winners will also receive a year’s supply of pet food from Purina. Visit [www.purina.com](http://www.purina.com) and click on the “coupons and offers” tab for official contest rules.

Kroger will also support the contest and documentary with in-store promotions, providing additional opportunities for people to celebrate the unique bond they have with their pets.

### Television Special

The deadline for online contest entries and postmarked mail-in entries is Wednesday, October 5. The winner will be announced in conjunction with the October 25 national premiere of “*Four plus Two: Tales for the pet lover’s heart.*” The show features seven vignettes that spotlight the incomparable relationships between humans and their pets and will include stories such as:

- ***A Real Trooper, Cincinnati*** – Koda is working hard to earn his first Dog Scout badge as a member of Troup #107. This local group of dog owners spends time with their dog scouts camping, hiking, painting and swimming.
- ***Urgent Love, Portland*** – Experience cheers and tears with veterinarian Curtis Brandt, DoveLewis’ “Dr. McDreamy,” as he treats pets in need of urgent care at this amazing emergency animal hospital, which helps animals in need 24-7, 365 days a year.
- ***The Ties that Bind, Denver*** – Spend a day behind bars at the Denver Women’s Correctional Institution with Debi Stevens, founder of the Prison Trained K-9 Companion Program and a

group of special adoptable canines. This prison program seeks to reshape the lives of inmates while training shelter dogs for life with their new families.

- ***An Incredible Journey for an Incredible Team, Atlanta*** – Watch out for flying dogs as we take a closer look at the unique bond between dog trainer Melissa Heeter and her entourage of seven dogs, who travel the country as part of the Purina Incredible Dog Team.
- ***Say “Cheese,” Atlanta*** - Leesia Teh didn’t grow up around pets. Now, she is making up for lost time loving her pets, Becks and Sienna, and also capturing the love and companionship pets provide others as a “pho-dog-rapher.”
- ***Round ‘Em Up, Move ‘Em Out - Huntsville, TX*** – Larry King lives the cowboy life, rounding up cattle on his ranch with the help of his four-legged and two-legged work partners. Larry says it wouldn’t be possible without his team of Kelpie cattle dogs, cutting horses and his young daughter. Sit close to the campfire where Larry dishes out dollops of down home wisdom.
- ***K9 Companions, on the Street and at Home - Cincinnati*** – Police officer Tony White puts his complete trust into his special canine partner, Recon. The dog has served with White on the streets of Cincinnati as part of the police department’s K9 unit, and the two bond even further when they compete nationally in the U.S. Police Canine Associations Regional Field Trials.

## About Nestlé Purina PetCare

The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis, Missouri, where it was founded as Ralston Purina Company 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.

## About Kroger

Kroger, one of the nation’s largest retail grocery chains, is honored to celebrate its 125<sup>th</sup> anniversary in 2008. The Company’s more than 320,000 associates serve customers in 2,474 supermarkets and multi-department stores in 31 states under two dozen local banners including Kroger, Ralphs, Fred Meyer, Food 4 Less, Fry’s, King Soopers, Scott’s, Smith’s, Dillons, QFC and City Market. Kroger associates also serve customers in 778 convenience stores, 392 fine jewelry stores and 723 supermarket fuel centers the Company operates. In addition, the Company operates 42 food processing plants in the U.S. Headquartered in Cincinnati, Ohio, Kroger focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local schools and grassroots organizations in the communities it serves. For more information about the Company, please visit <http://www.kroger.com>.