



FOR IMMEDIATE RELEASE

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PurinaCare® Pet Health Insurance launches Sweepstakes to give away an iPad each month

SAN ANTONIO (August 17, 2010) – PurinaCare Insurance Services Inc., parent of PurinaCare® Pet Health Insurance, is giving away an Apple™ iPad™ each month for the rest of the year.

Contestants of the PurinaCare® Pet Health Insurance Monthly Sweepstakes will be entered into a drawing for an iPad when they visit www.purinacare.com between Aug. 16 and Dec. 16, 2010 and fill out the Personalized Insurance Quote form to request a free, no obligation quote for pet health insurance services.

“The Apple iPad is cutting edge technology,” Dr. William H. Craig, DVM, Chief Medical and Underwriting Director of PurinaCare Pet Health Insurance said. “PurinaCare is dedicated to making sure pets and their owners can have access to leading edge advancements in veterinary technology, just as Apple is committed to providing customers with the latest in mobile technology.”

The Monthly Entry Periods and approximate drawing dates are:

Monthly Entry Period

August 16 – September 16, 2010
September 16 – October 15, 2010
October 15 – November 15, 2010
November 15 – December 16, 2010

Drawing Date

September 22, 2010
October 20, 2010
November 23, 2010
December 22, 2010

The names of the confirmed PurinaCare Pet Health Insurance Monthly Sweepstakes Grand Prize Winners will be posted at www.purinacare.com. For more information on the Sweepstakes and the Official Sweepstakes Rules, please visit the [website](http://www.purinacare.com/ipad_sweepstakes_rules.pdf) or go to http://www.purinacare.com/ipad_sweepstakes_rules.pdf

About PurinaCare Insurance Services Inc.

PurinaCare Insurance Services, Inc., a wholly-owned subsidiary of Nestlé Purina PetCare Company, is dedicated to providing pet owners with a Lifetime of Care® for their dogs and cats. PurinaCare® pet health insurance is offered to dog and cat owners in most states. PurinaCare is committed to promoting responsible pet care, providing humane education, supporting community pet involvement, and fostering the positive bond between people and their pets. PurinaCare pet health insurance is underwritten by Central States Indemnity Co. of Omaha, a subsidiary of Berkshire Hathaway Inc. PurinaCare pet health insurance is also offered as a direct benefit to select employees and associations nationwide and its high-deductible policies have earned the AAHA Seal of Acceptance. For more information about PurinaCare pet health insurance, call 877-8-PURINA or visit www.purinacare.com.