

---

## Facts about Petfinder



---

<b>Launched in:</b>	1996
<b>Number of adoptable pets advertised:</b>	315,000+
<b>Number of unique monthly visitors:</b>	Between three and seven million
<b>Number of pets adopted since launch:</b>	More than 20 million. In the US in 2011, adoption from pet shelters accounted for 25% of all dogs and cats acquired. Petfinder represents almost half of these adoptions.
<b>Goal:</b>	Facilitating the adoption of pets through links across nearly 14,000 animal shelters and rescue groups in the US, Canada and Mexico. Petfinder is also an all-inclusive resource guide for how to select the right family pet and build a successful, life-long relationship.

## Facts about Nestlé Purina PetCare

---

<b>Part of the Nestlé family</b>	Purina PetCare Company is a premiere global manufacturer of pet products. It is part of Swiss-based Nestlé S.A, a global leader in nutrition, health and wellness. Nestlé Purina PetCare businesses employ approximately 11,000 people in the Americas, with approximately 6,800 in the US, 600 in Canada and 3,600 in Latin America.
<b>Trusted brands</b>	Purina PetCare produces a wide range of pet foods and petcare brands, including <i>Purina Dog Chow</i> , <i>Purina Cat Chow</i> , <i>Friskies</i> , <i>Fancy Feast</i> , <i>Purina ONE</i> , <i>Beneful</i> , <i>Felix</i> , <i>Bakers</i> , <i>GoCat</i> , <i>Gourmet</i> , <i>Winalot</i> , <i>Purina Pro Plan</i> , and <i>Bonio</i> .
<b>A commitment to pet welfare</b>	Purina PetCare Company is committed to helping pets live longer, happier and healthier lives through proper nutrition and care.
<b>Actively involved</b>	Annually, the company invests more than USD 30 million (more than GBP 19m, EUR 23m ) in pet welfare and pet communities, reaching more than two million pets in pet welfare organisations with its donations and support through programmes such as Purina Pets for People, Purina Pro Plan Rally to Rescue and the Purina ONE Shelter Pet Programme.