

You have a great opportunity to enhance the health & well-being of your breed.

Participate in the Purina Parent Club Partnership (PPCP) Program,
which funds:

- important canine health studies
- education efforts
- rescue efforts for your breed

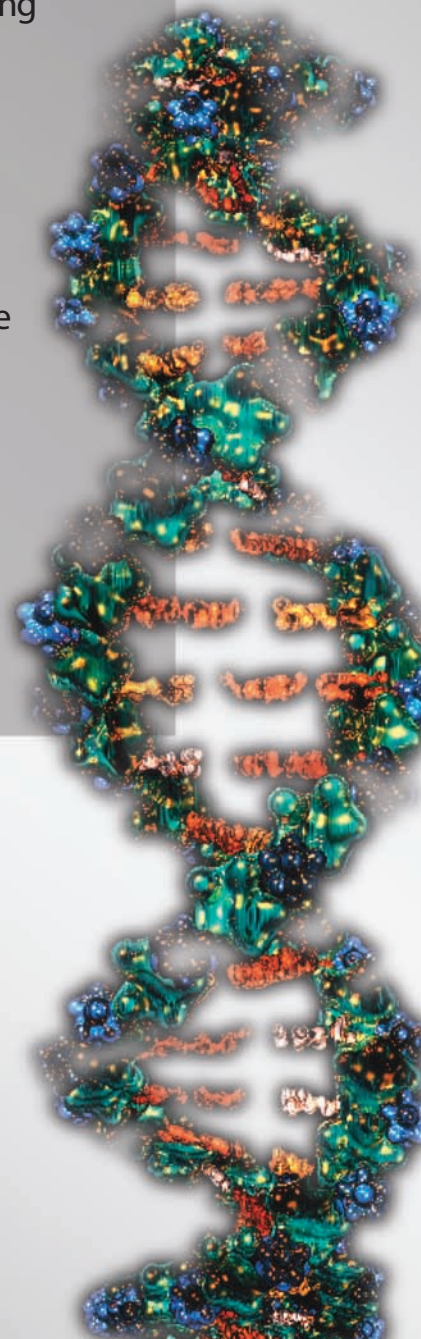
Here's what you need to do:

1. If you qualify for membership, join Purina® Pro Club®, Purina's loyalty program. Apply on-line at www.purinaproclub.com or by calling 1-877-PRO-CLUB (1-877-776-2582).
2. Declare your breed for the PPCP Program.
3. Save your Purina weight circles from participating Purina® brand dog foods.
4. Submit your weight circles to Purina® Pro Club®.

Purina will make a donation to your breed club and the
Canine Health Foundation
for all submitted weight circles.

The PPCP Program from Purina.
Because all of us want to help dogs live
longer and healthier lives.

 **PURINA** PARENT CLUB
PARTNERSHIP PROGRAM



Generate funds for your breed's health studies, education efforts and/or rescue programs.

HOW does the Purina Parent Club Partnership (PPCP) Program generate funds for your breed?

The PPCP works through Purina® Pro Club®, a loyalty program dedicated to supporting dog breeders and enthusiasts with exceptional nutrition, savings and services.

WHAT can you earn for your National Parent Breed Club?

Your National Parent Breed Club will earn 10% of the value of all points from your valid, qualifying weight circles credited to your Pro Club account.

- For example, for every \$100 worth of weight circles credited to your account, Purina will donate \$10 to your National Parent Breed Club.
- At least half of Purina's donation will go directly to your National Parent Breed Club's Canine Health Foundation Donor-Advised Fund.
- The remaining dollars will be sent to your National Parent Breed Club for health research, rescue or education efforts.

Funds for your National Parent Breed Club come from two sources:

- 1) Participate in the Purina Pro Club weight circle program. Collect weight circles from participating Purina packages, and when you turn them in, Purina will make a donation to your National Parent Breed Club. The more weight circles you turn in, the greater your potential earnings for your National Parent Breed Club.
- 2) The PPCP-generated funds deposited in your National Parent Breed Club's CHF Donor-Advised Fund may be eligible for matching funds from the Canine Health Foundation. With money coming from two sources, even more funds can be used to study diseases affecting your breed.

WHERE do you sign up for PPCP?

- **If you are already a Pro Club member**, just continue to submit your Purina weight circles and notify Pro Club that you would like to participate in PPCP. You will be required to designate the one breed for which you would like to earn funds. Call toll-free 1-877-PRO-CLUB (1-877-776-2582), 7:00 a.m. to 5:00 p.m. CT, Mon.-Fri., or update your information on-line at www.purinaproclub.com.
- **If you are not yet a Pro Club member**, you can qualify for membership if you care for five or more dogs, and/or breed one litter of puppies per year, and live in the U.S. To enroll or if you have questions, call toll-free 1-877-PRO-CLUB (1-877-776-2582), 7:00 a.m. to 5:00 p.m. CT, Mon.-Fri., or apply on-line at www.purinaproclub.com

