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**NESTLÉ PURINA PETCARE TO ACQUIRE THE ACCESSORIES  
AND TREATS BUSINESS OF KRAMAR**

Nestlé Purina PetCare Australia announced today it plans to acquire the Accessories and Treats business of The KraMar Pet Company Pty Ltd. The acquisition will take effect from 25th March 2010.

Nestlé Purina PetCare's General Manager, Mr David Grant, said the acquisition represents an important step in Purina's strategy of transitioning from a pet food to a pet care company.

Mr Grant pointed out that while the \$1.8 billion pet food market in Australia is growing at 6 percent annually, sales of pet accessories, although a much smaller market segment, are growing ahead of this rate.

"This move will strengthen Nestlé Purina PetCare's position in the accessories market in Australia," he said.

The KraMar Pet Company Pty Ltd's 10,000sqm site at Smeaton Grange in Sydney's south west will become Purina's manufacturing, warehouse and distribution centre for pet accessories throughout Australia. Offers of employment will be made to all 75 current employees of KraMar, excluding CEO Bryan Fouche, who is not part of the acquisition.

Mr Grant said that as a consequence, Nestlé Purina PetCare will close its Dandenong Distribution Centre in Victoria by the end of September 2010. Regretfully, this will result in 10 roles at Dandenong being made redundant. Affected Purina employees will be offered generous redundancy packages and career counselling services, including assistance with job search.

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