

PRESS RELEASE

For Immediate Release

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Honor® Show Chow® Launches New Additions to Website

ST. LOUIS, June 2009 – Purina Mills' Honor® Show Chow® brand looks to educate, inform, communicate and entertain with several innovative features on its website, HonorShowChow.com.

Rate the Product, the newest addition to the website, gives customers the opportunity to read and write reviews of many Honor® Show Chow® products. Rate the Product's goal is to help customers make informed decisions about which Honor® Show Chow® products meet their needs. Each Rate the Product page features quick facts, product sheets, and an overall user rating.

The next phase of Rate the Product will be the launch of "Ambassador Video Testimonials." This unique addition highlights Honor® Show Chow® national ambassadors addressing their favorite HSC products, how they use them, and the results customers can expect. This is coming in July 09.

"Rate the Product provides a useful tool for customers to research products before purchasing," said John Zeloski, Marketing Manager. "When paired up with the 'Ambassador Video Testimonials,' purchasing feed becomes an interactive experience."

Rate the Product is accessible by visiting:

http://www.honorshowchow.com/honorshowchowfeeds_hsc.php

HonorShowChow.com also seeks to provide an interactive experience with its groundbreaking new feature, **Expert Q&A Videos**. This is a large compilation of video clips from Purina Mills' Monday Night Live on RFD-TV. With these videos, we developed a search-engine type application to form this new educational forum. When customers have a question about feeding, managing, grooming, showing, or raising show animals, they can either browse through a provided list of questions or type in their own. Then, viewers can choose a video and watch Honor® Show Chow®'s experts discuss and answer their questions!

Expert Q&A Videos is accessible by visiting: <http://www.honorshowchow.com/videolibrary/>

HonorShowChow.com aims to educate and inform show enthusiasts and provide them with the tools they need to gain a positive experience in the show ring. Discover Rate the Product, Expert Q&A Videos, and many more applications on www.HonorShowChow.com.

Purina Mills is the country's leader in animal nutrition products, research and innovation, and is the largest feed manufacturer in the country.

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