



PRESS RELEASE

Twofold award winning adverts

Krefeld, 30th April 2008 – For the fifth time in a row, Fressnapf has gained distinction for its printed advertising. The company received the "Schau Schau" 2008 silver award for its advertising campaign "Animal lovers give their best". This year for the first time, Fressnapf's TV advertising has also won a prize. Marco Theuring, Fressnapf's national marketing manager, accepted a "Schau Schau" bronze award for the Christmas commercials spot on behalf of his company.

The "Schau Schau" prize-winner is decided each year by the readers of the Gong publishing house magazines – "Ein Herz fuer Tiere" (Animal lovers), "Geliebte Katze" (Beloved cat) and "Partner Hund" (Companion dog). This year more than 12,000 readers voted for their favourite advertisements and TV spots which have animals as a motif. The Schau Schau awards were being held for the twelfth time.

Other 2008 prize-winning companies were Mars and Vitakraft. Mars received the "Schau Schau" silver and gold awards for the TV advertising of the Kitekat and Whiskas brands. Mars was awarded a further "Schau Schau" gold for the Sheba printed advertising. Vitakraft was distinguished with a bronze "Schau Schau" for printed advertising.

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