



PRESS RELEASE

Help for needy pet owners

Fressnapf donates pet food worth around 40,000 euros to the German animal pet food charity "Tiertafel Deutschland e.V." based in Rathenow

Krefeld/Rathenow, August 7th, 2008 Fressnapf is donating pet food worth around 40,000 euros to the German pet food charity "Tiertafel Deutschland e.V.". "Unfortunately, there are many needy people in Germany who must think twice about every penny they spend. There are also many among them who really need help in providing for their pets," said Achim Schütz, company spokesman for Fressnapf Tiernahrungs GmbH. "We want to support the work of the pet food charity with a donation," the press spokesman said. Thomas Lücken, a Fressnapf franchise partner from Brandenburg, presented the donation on behalf of the company to the charity founder Claudia Hollm.

The purpose of the charity is similar to that of German charities which distribute food to needy people. But they primarily help pets and therefore also the people who are in need: "Tiertafel Deutschland e.V." is an organisation which provides free pet food to pet owners who are having problems providing properly for their pets.

The charity was established in October 2006. Claudia Hollm opened the first distribution point in Rathenow, a town in the German state of Brandenburg. A further fourteen other distribution points have now been opened, for example in Rhinow, Schwedt, Erfurt, Frankfurt am Main, Munich and Hamburg. Many others are planned. They all operate exclusively from donations and the activities of many volunteer helpers who locally organise the distribution of pet food. And the need is continually growing. "We're happy that – with this large donation – we can help pet owners across all of Germany provide for their pets. The pet food from Fressnapf will be delivered by the pallet-load from our warehouse in Rathenow to the distribution points in the various towns," explained Claudia Hollm. "We help pet owners who have got into difficulties, but not just with pet food and other supplies. We also work closely with experts in every town in order to be able to provide expert help for pet problems."

Fressnapf is strongly committed to animal welfare. "We want to help animals under the care of people to be able to live a suitable life," said Achim Schütz. "We consider the work done by the charity to be admirable. In some cases it means pets won't end up in an animal shelter just because of the financial difficulties of their owners." The company and its franchise partners regularly give support to animal shelters affiliated with the German Animal Protection Association "Deutschen Tierschutzbund", by way of pet food and supply donations as well as holding special events for the shelters. Fressnapf is a sponsor of the German National Pet Register, the German Animal Protection Association's central register for missing pets, and therefore also contributes to the identification and return of pets to their owners. Fressnapf also donated around twelve tons of dog food to the pet

food charity last September.

The specialist retail chain for pet foods and accessories has fifteen stores in the German state of Brandenburg. The company has around 700 stores in Germany and more than 900 across Europe.

Further information:

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