



May 2014

Dear Purina Parent Club Partnership Program Participant,

Following are some important updates we wanted to share with you. If you have any questions, please do not hesitate to contact us!

**Membership Profile Updates**

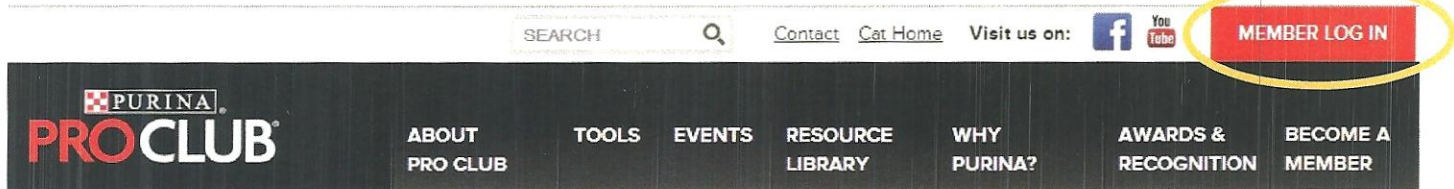
**Important!** So that we may provide members with relevant content and programming, please urge your club members to update their Pro Club member profiles if they haven't already done so. Members can log in to their account at <https://purinaproclub.com/login> or call toll-free 1-877-PRO-CLUB (1-877-776-2582) 7:00 am-5:00 pm CT, Mon - Fri. The update should take no more than 5-10 minutes.

**Purina Pro Club has a new look and a brand new web site.** Visit [www.purinaproclub.com](http://www.purinaproclub.com) to discover the site's new features!

- Now desktop, tablet & mobile friendly
- Stories and content are now shareable on Facebook, Twitter, Google+ and Pinterest



To access your account, simply click the red "MEMBER LOG IN" button at the top of any page.



**Speaking of 'new look'**, are you featuring information on the PPCP program, Purina® , Purina® Pro Plan® or Purina® Pro Club® on your web site or in your newsletters? We're here to help you! Please reach out to us for PPCP program details, the appropriate logos, web banners, etc. at [PurinaProClub@Purina.com](mailto:PurinaProClub@Purina.com) or by calling 1-877-PRO-CLUB (1-877-776-2582) 7:00 am-5:00 pm CT, Mon - Fri.

**Visit us on Facebook**

Are you a fan of our Purina Pro Plan for Professionals Facebook page? Check out our page for quick nutrition tips, fun trivia, event results and more!

Sincerely,

The Purina Pro Club Team