

From: "WHISKAS(R)" <CustomerService@Whiskas.chtah.com>  
Subject: **Holiday ideas, treats and Whiskas® coupon**  
Date: December 16, 2005 1:51:58 AM EST  
To: rongross@twelvesquared.com  
Reply-To: "WHISKAS(R)" <support-by9f9ubawr0vfubdkbrgxb663bewbr@Whiskas.chtah.com>



Volume 02 · December 15, 2005

Dear Valued Customer,

The holidays are here, time to celebrate the season of sharing. There's nothing better during this hectic time than taking a break with your furry little loved one (preferably sharing a blanket in front of a crackling fire). Special moments like these are what WHISKAS® PURRFECTLY@HOME™ is all about.

Curl up with your kitty in front of the computer screen and check out our featured article, "**Give Cats What They Want For The Holidays.**" While you're at it, click on **Did You Know?** and read up on some handy tips for keeping your cats safe this holiday season. And to help you reward your cat with **WHISKAS® TEMPTATIONS®Treats for Cats**, we're rewarding you with a **thank-you savings coupon**. Enjoy!

Sincerely,

Your friends at the WHISKAS® Brand



**IN THE SPOTLIGHT**  
"Give Cats What They Want For The Holidays."  
[Take a peek](#) at our feature article.



**EXCLUSIVE SAVINGS**  
[Click here](#) for valuable savings on WHISKAS® TEMPTATIONS® Treats for Cats.



**DID YOU KNOW?**  
Check out these holiday safety tips.  
[Click here](#)



**TELL US WHAT YOU THINK**  
Share your thoughts with us — about PURRFECTLY@HOME™, WHISKAS® or anything else.  
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Welcome to

WHISKAS®  
**Purrfectly@Home™**

*For the loving moments we share  
with our cats™*

**WHISKAS® PURRFECTLY@HOME™** is about celebrating the special moments you have with your cat, and strengthening that special bond. You'll get to [choose a feature article](#) from several stories about your cat's behavior, care and feeding. You'll also discover [our spotlight article](#), [cool cat facts](#), [valuable coupons](#) and have an opportunity to [tell us what you think](#).

Now it's time to paw around **WHISKAS® PURRFECTLY@HOME™**. As always, thanks for choosing WHISKAS® Food For Cats.



Check out all the great savings this month!  
[Learn More >](#)





## Exclusive Savings

**Exclusive Savings from Whiskas® Purrfectly@Home™**

**SAVE 75¢ on TWO (2) WHISKAS® TEMPTATIONS®  
Treats for Cats, any variety.**

WHISKAS® TEMPTATIONS® Treats for Cats have a tasty, crunchy outside and an irresistible soft center your cat will love. Shake the pouch, and watch your cat come running! Look for all of these delicious flavors: Tasty Chicken, Savory Salmon, Hearty Beef, Seafood Medley, Tantalizing Turkey - and Hairball Control formula, to help eliminate and prevent hairballs.

Go ahead and reward your cat!

To print your valuable coupon, [click here](#).

If you are not a registered user, [click here](#) to register.



# WHISKAS®

Two dry cat food flavor sensations—  
now available from WHISKAS®



## WHISKAS® Meaty Selections™ and Seafood Selections™ Dry Food for Cats.

# whiskas®

Our Dry Food for Cats has the flavor that they desire.

WHISKAS® Dry Food For Cats is 100% nutritionally complete and double basted for a richer flavor. Plus, its variety of textures not only satisfies your cat's "taste buds"—it also cleans her teeth. WHISKAS® Dry Selections even has our exclusive Crunchy Nuggets, with their tasty, crunchy exterior and soft, meaty center.

Try WHISKAS® Meaty Selections™ and Seafood Selections™ Dry Food for Cats today!

MANUFACTURER'S COUPON

Expires 1/15/2006



### Save \$2.00

on Any Two (2) 1.1 lb or One (1) 3.3 lb or Larger Bag of WHISKAS®  
with "Crunchy Nuggets™"



Retailer: Masterfoods USA, a division of Mars, Incorporated, will reimburse you for the face value of the coupon plus \$ 08 handling if submitted in compliance with Masterfoods USA Coupon Redemption Policy - #M1, available upon request, incorporated herein by reference. Redeemable only in the USA or US government installations. Void where prohibited, taxed or restricted by law. Cash value 1/100 of one cent. Send coupon to: Masterfoods USA, P.O. Box 880-622, El Paso, TX 88588-0622. ®TM Trademarks © Mars, Incorporated 2004

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## In The Spotlight

### [Give Cats What They Want For The Holidays](#)

As you hit the stores in search of that perfect holiday gift for loved ones, don't forget about your four-legged family members. While there are wonderful gifts for every type of cat—and every type of budget—what she really wants is time with you. We checked our list twice, and came up with a few playful interactive gifts that entertain as well as create a bond between you and your kitty.

- **Remote control fun** — Watch the fun as your pet races after a toy car or furry mechanical animal. Mini racing toys with handheld controllers put you in the driver seat while your cat runs down the hall chasing the remote controlled toy. Wind-up mice, balls, birds and insects can also really perk up your cat's interest.
- **Independent Kitty** — Of course, you can't be



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- **Independent Kitty** — Of course, you can't be with your pet 24 hours a day. So give a gift that lets your cat explore, exercise and play while you're not home. Try an expandable cat tree or tunnel, because cats love discovering secret hiding spaces. Self-warming thermal cat cushions help them stay warm, without electricity, using just their body heat. There's even a pet chime that lets your outdoor kitty ring the doorbell when he's ready to come back in.
- **Proper grooming** — Though not a toy, cats love to be brushed. A few strokes of a new hairbrush or comb and she'll be purring in your hand. Combing your cat also massages their skin while adding body and shine to their furry coats.
- **It's show time!** — No cat should feel lonely while the human's away. Now there are videos and DVDs created just for cats. These productions, featuring enticing subjects like bugs, an aquarium or birds, are made with a cat's special vision in mind, and provide entertainment and exercise with each viewing.
- **Pretty papers** — Sometimes the best gift is the paper it's wrapped in. So go ahead and let your cat romp through wrapping paper and boxes. Just be sure to remove any ribbons, yarn, and aluminum foil first.

Go ahead and pamper the feline members of your family this holiday season with toys you can both enjoy. Because, as they say, "there's no better way to show your love than with a gift from the heart."

Tip: Since you can't return a toy after your cat has marked it as hers, you may want to do a little bit of research first. Ask other cat owners about what particular brand of toys their cats like. Or, check out online consumer reviews, these can also be quite helpful (try [Epinions.com](http://Epinions.com) or [Reviewcentre.com](http://Reviewcentre.com)).



## In The Spotlight

### Help select next month's Feature Article

Your vote counts! Please choose one of the following article topics.

- Is it Possible to Potty Train Your Cat?
- Famous Felines Throughout History
- Cool, High-Tech Ways to Keep Tabs on Tabby

[Submit](#)







## Did You Know?

The ASPCA publishes safety guidelines for the holidays. Here are some tips:

**Fact 1:** Sudden changes in your cat's diet can cause severe stomach illness. So, try to avoid giving her leftovers. If you want to give your cat a taste of the holiday, serve her small portions without sauces or spices. (Note: NEVER feed chocolate to your cat, it can be deadly)

**Fact 2:** Crowds and noise can frighten and stress out your cat. If you're planning a holiday party or expecting guests, set aside a safe and quiet space for your furry loved ones.

**Fact 3:** Many plants associated with the holiday season can be harmful to cats, even fatal. Some poisonous plants you want to avoid are holly, ivy, mistletoe, and

