



Press Contact: Heather Greenfield
323-822-4800

For Immediate Release

Halo Purely for Pets Becomes Official Sponsor of Freekibble.com's New Twitter Program and Upcoming iPhone Application

Halo to Donate One Meal for Each follower of @freekibble and @halopets

NEW YORK, NY, August 27, 2009 – Halo Purely for Pets (www.halopets.com), a leading producer of holistic pet care products, announced today its official sponsorship of Freekibble.com's Twitter page. Upon launch of the Freekibble Twitter page, Halo promised to donate one meal of Halo Spot's Stew for each new Freekibble and Halo follower – up to 200,000 meals (100,000 each). The first thousand meals benchmark was achieved on the very first day of the program.

Freekibble.com is Mimi Ausland's passion. Mimi, a 13 year old girl from Bend, Oregon, wanted to help feed the hungry animals at her local animal shelter. She launched Freekibble.com, a site that donates kibble for every participant in its daily trivia challenge, on April 1st, 2008. Since then, Mimi has been featured and interviewed on multiple television shows for her philanthropic efforts and love of animals including the Ellen DeGeneres Show, and was named the ASPCA Kid of the Year.

"Mimi is so remarkable, and her mission is so important to those of us at Halo," said David Yaskulka, Vice President, Marketing and Communications at Halo. "We have donated to Freekibble in the past, and are proud to be able to help in a more profound way. Now, people who love animals can make significant donations without having to write a check -- just play trivia at Freekibble.com, and sign up for Freekibble and Halo updates on Twitter!"

"There are tens of thousands of dogs and cats in animal shelters across the country, all needing to be fed a good meal," says Ausland. "We're proud to feed them food as nutritious as Halo."

Since April 2008 she has provided a half million meals to homeless animals, becoming the sole supplier to 11 shelters nationwide. As of August 2009, freekibble and freekibblekat, have raised over 194,000 lbs. of kibble.

Halo will be the sole sponsor of Freekibble.com's newly-launched Twitter program which will include daily reminders to play, donation updates, Freekibble news, contests and more. Plus, Halo Veterinary Advisor, Dr. Donna Spector, will provide holistic pet care information for a special weekly trivia question --, with links to her articles. Halo will also help Freekibble.com launch an iPhone application that will be available later this year, "Kibble Katch," which is a game where playing results in the donation of additional Halo food to animal shelters.

For more information please visit <http://www.halopets.com/freekibble/> and www.freekibble.com/halo. To follow Halo and Freekibble on Twitter, please visit <http://twitter.com/halopets> and www.twitter.com/freekibble.

ABOUT HALO, PURELY FOR PETS®

For over 20 years, Halo, Purely for Pets® has created holistic pet products of uncompromising quality. Halo believes nutrition is the single most important factor in the quality of a pet's life. Halo natural pet food, treats, supplements and grooming products – including the award-winning Halo Spot's Stew, Dream Coat and Liv-a-Littles treats -- are available at Petco and Whole Foods, at thousands of independent pet specialty and natural food stores, and online at www.halopets.com.

Ellen DeGeneres – a long time Halo customer -- became a part-owner of Halo in 2008, saying, "because I think Halo is incredible, I decided to become part owner in hopes that all animals have the chance to be the healthiest they can be. And I'm anxious to spread the word so that everybody knows about Halo."

About Freekibble.com

Launched in April 2008, by 11 year old Mimi Ausland, Freekibble.com's primary mission is to provide good, healthy food to dogs and cats to those shelters who are working so hard to see that none of them go hungry.

In addition to providing free kibble to the Humane Society of Central Oregon, the organization added 12 new shelters to the monthly program, as well as large one-time donations to dozens of others... and plans to expand to more. Since April 2008, the site has generated 1.5 million meals to homeless animals – over 102 tons of kibble! "I just want to feed them all!" says Mimi.

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