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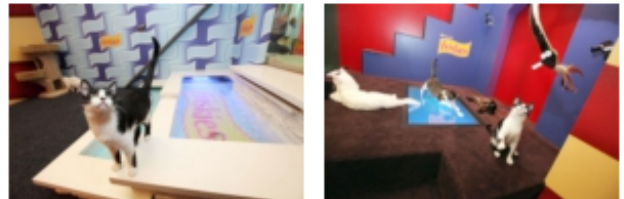
## Friskies® Plus™ Playhouse: The Ultimate Cat Pad

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### Friskies® Goes Live with Custom-Built Sensory Experience for Rescue Cats

ST. LOUIS, Feb. 6, 2012 /PRNewswire/ -- Imagine a colorful, one-of-a-kind residence complete with a built-in pond, custom aquarium and touch screen floor. It's an indoor playground – with a twist: the residents are cats.

(Photo: <http://photos.prnewswire.com/prnh/20120206/NE48377-a> )



(Photo: <http://photos.prnewswire.com/prnh/20120206/NE48377-b> )

Starting today, Friskies® hosts 10 cats for two weeks in the Friskies® Plus™ Playhouse, the ultimate play space for cats, broadcast live daily on the [Friskies Facebook page](#). The Playhouse offers the Friskies Facebook community unique interactive opportunities to tune in, interact with the cats, and help create the imaginative environment.

"Friskies is always looking for new ways to enhance play experiences for cats," says Alison Coburn, assistant brand manager for Friskies. "We're asking our Friskies Facebook community to join us in this one-of-a-kind engagement opportunity to help create a space as amazing as the cats that will live there for the next two weeks. They can tune in daily to see how the cats respond to their choices in real-time, and find new inspiration for play with their own cats. And we hope they'll be inspired to help ensure these cats and many more find forever homes."

The 10 cats living in the two-room Friskies Plus Playhouse are part of the [MeowzResQ](#) network of foster cats available for adoption. MeowzResQ is a non-profit cat rescue and adoption organization serving the Orange County region of Southern California. MeowzResQ is part of the [Adopt-a-Pet.com](#) network of animal rescue and adoption organizations. MeowzResQ helps find permanent homes for hundreds of cats each year.

The participating cats were selected based on a variety of factors, including personality and age. The Playhouse features are based on maximizing opportunities for cat play.

Certified Animal Behavior Consultant and cat behavior expert Pam Johnson-Bennett worked with Friskies to help recommend design themes and elements for the Playhouse cats.

"Cats are high sensory animals," says Johnson-Bennett. "Friskies has created a play space inspired by cats' imaginations and natural curiosity and discovery. It's designed to enhance their daily sensory experiences by incorporating texture, light, movements, heights and many details."

The feline housemates will enjoy a large built-in aquarium, touch floor to play [Friskies® Games for Cats](#) and many unique climbing spaces. Each day "extras," or new engagement features, will be added to the Playhouse based on input from the Friskies Facebook community. Extras up for vote may include a large climbing tree, tunnel system and bubble machine. Final decisions will

Friskies is working with television production company [Zodiak USA](#) to produce the Playhouse program. Anyone who visits the Friskies Facebook page may watch the cats in the Playhouse live from 3 p.m. to 6 p.m. EST/noon to 3 p.m. PST, every day, February 6 through February 19. If consumers miss the live window or just want to see more, they may visit the [Friskies YouTube](#) channel to watch daily highlights and recap videos.

The Friskies Facebook community gets to play too: in addition to helping choose new extras to add to the Playhouse and *watching* the cats; consumers may *interact* with the cats. The Friskies Plus Play Live feature offers three mechanical toys for users to select to operate four fully movable and zoomable cameras. Friskies Plus Play Live gives fans the ability to "play" with real cats in real time. It's a modified version of iPet Companion, created by [AliceVISION™](#), which says its free app boosts adoptions, donations and sponsorships in pet rescue and adoption shelters worldwide. The Friskies Plus Play Live feature will be active on Friskies Facebook page during the Playhouse daily broadcast from 3 p.m. to 6 p.m. EST/noon to 3 p.m. PST daily February 6 through February 19.

To watch the Friskies Playhouse cats live, or interact with them using the Friskies Plus Play Live feature, please visit [www.Facebook.com/Friskies](http://www.Facebook.com/Friskies). To view highlights and video clips from the Playhouse, please visit [www.youtube.com/PurinaFriskies](http://www.youtube.com/PurinaFriskies).