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FOR IMMEDIATE RELEASE

**PET EXPERT, CHARLOTTE REED, SELECTED TO ENDORSE THE PURINA ONE
CHALLENGE TO PROMOTE GOOD PET HEALTH & NUTRITION**

New York, New York, March 1, 2004 – Pet care expert, magazine columnist and television pet care personality, Charlotte Reed, has been chosen by Purina ONE to broadcast radio commercials for the Purina ONE Challenge. Reed’s own pets will take up the Challenge and see the healthy difference Purina ONE products can achieve. In a series of one-minute commercials Reed will tell listeners on New York’s popular talk radio station, 1010 WINS, how her cats and dogs are responding to the Challenge and she will give health tips. She will record a new Purina ONE commercial every week, which will be broadcast two or three times daily until September.

“As a passionate pet owner and experienced pet care professional, working as a spokesperson for Purina ONE is an exciting opportunity,” says Reed. “I absolutely cannot wait to share my experience with listeners and highlight the importance of good pet nutrition and well-being.”

A former attorney, Reed is an authority on maintaining happy and healthy pets. She is regularly consulted by pet owners and professionals alike for her practical and insightful tips. Her company, Two Dogs & A Goat, has provided pet care services to hundreds of clients since 1996.

Reed's vast knowledge on everything from pet health insurance, pet fashions to animal behavior has been shared on dozens of national and international television shows. Her positive energy and vibrant personality has inspired viewers of many channels including CBS, CNN, Comedy Central, BBC1 and Fox Pet News. Reed is a columnist for “American Magazine” and “Fido Friendly, and author of the popular booklet series, “Pet-Owning Made Easy.” Reed is currently writing two books on pet-related topics and lecturing on pet care. Her latest booklet entitled, “How Fido Will Spend His Summer Vacation” is due out this spring.

For more information on Charlotte Reed visit www.charlottereed.com.

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