

# About 9Lives Cat Food

We believe all cats deserve to live the good life — with a good home, good health and good food.



## 60+ Years of Cat Love

9Lives™ cat food first hit shelves in 1959 with wet cat food. In fact, it was the first wet cat food brand in the U.S.! Over the years, 9Lives expanded into dry cat food. Today, 9Lives has launched a new look with brighter packaging but the same Morris Approved Taste.

The product offering includes cat favorites like Daily Essentials Dry Food, Pate Super Super, Wet Food, Kitten Essentials Dry Food, PLUS Urinary Tract Health Dry Food and other recipes that even the pickiest cats love to eat.

## We Help Support Every Cat's Right to Prospurr

To this day, the 9Lives brand is all about helping give cats the good life. That includes a good home, good health and good food.

### Helping Cats Find Good Homes

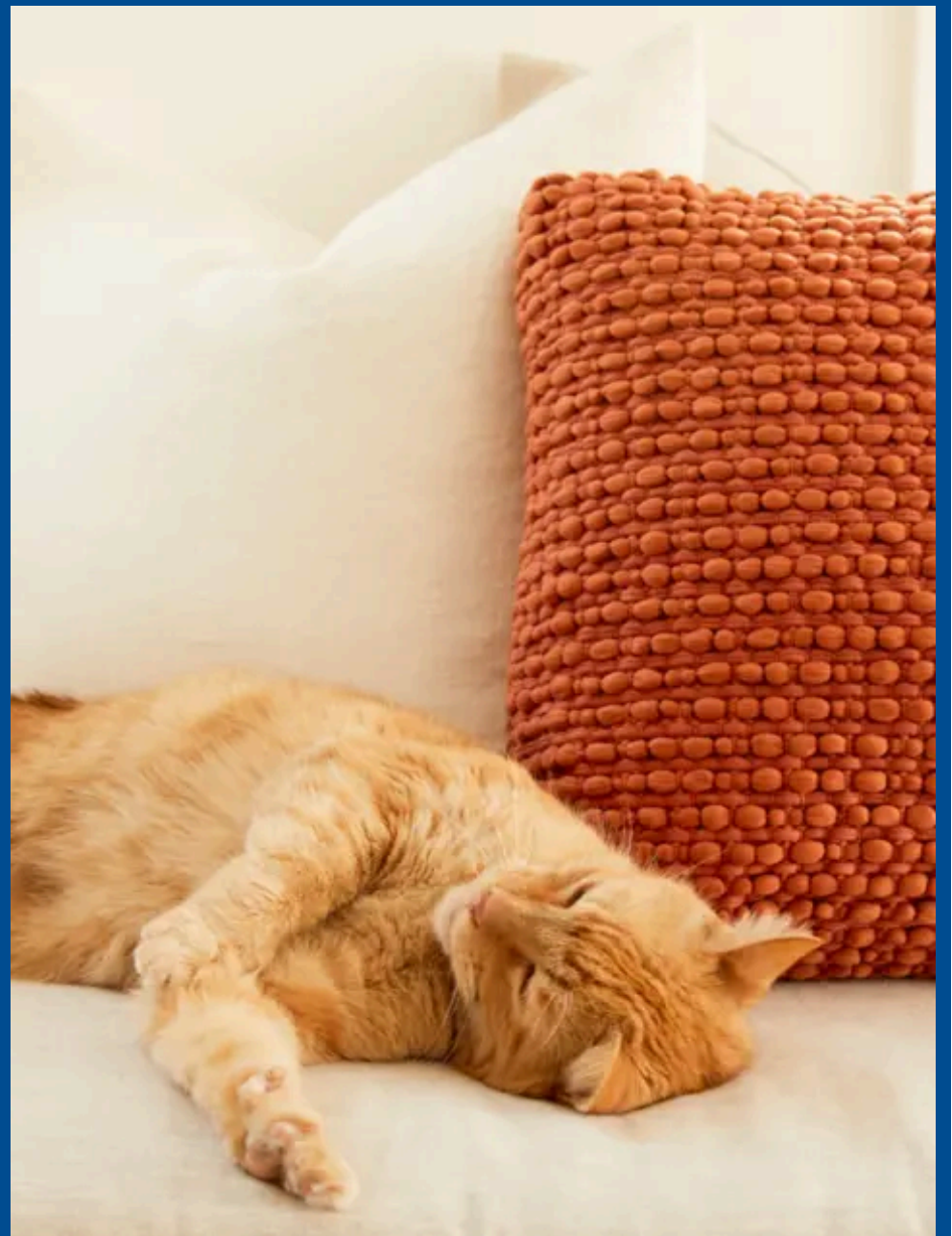
No cat should be without a safe, comfortable home and a loving human. That's why you'll often see Morris and the 9Lives brand advocating for the adoption of rescue cats, working with shelters and donating time, money and/or food to help support the cause.

### Promoting Good Health

Nutrition is an important part of everyone's health, including cats'. So we make sure all 9Lives cat food varieties are complete and balanced to help them live well. We also offer different formulas to help with specific nutritional needs, plus tips and advice to help cat parents look out for their cat's overall well-being.

### Providing Good Food

Life is so much better when you're well fed. That's true for cats, too. The tricky part is that cats have particular nutritional needs, but also particular tastes. So we work hard to provide nutritious and affordable cat food that cats actually love to eat.



## Get to Know Our Special Spokescat

In 1968, the 9Lives brand adopted Morris the Cat, a charmingly choosy shelter cat. He quickly became the face of the brand — happily eating 9Lives food and treats — and earning fame as a beloved advertising icon.

Even better, Morris has become an advo-cat for other shelter cats.

Meet Morris