

Searching for America's Cutest but Messiest Pets

Pruven™ from 3M Launches "Cute but Caught" Photo Contest for an Opportunity to Win \$3,000

According to a recent Pruven pet survey,¹ nine in ten pets mess up their home in some way, proof that although our furry friends are cute, they aren't always clean. Starting today through August 22, Pruven, a line of pet mess management and prevention products, is inviting pet owners to submit photos of their own messy pet to, "Cute but Caught: America's Cutest & Messiest Pets Photo Contest" for an opportunity to win the full line of Pruven pet products and a \$3,000 gift card so you can pamper yourself and your pet.

Interested pet owners can log-on to the Pruven contest website (www.pruvenpet.com/cutebutcaught) to submit a photo of their adorable, messy pet caught in the act; whether shredding pillows, scratching doors or muddying carpets. The first 500 entrants will receive a free Pruven Pet Hair Roller. In addition, for every entry one dollar up to \$2,000 will be donated to the Greg Biffle Foundation. Founded by NASCAR driver, Greg Biffle, the foundation works to drive awareness and advocate for the well-being of animals by partnering with shelters and humane societies across the country.

"As a pet owner myself, I know how messy pets can be," says Greg Biffle, NASCAR driver and 3M partner. "I love my three dogs but completely understand what it's like when faced with a mess to clean up at home--you want something that works."

Nearly 90% of the roughly 140 million pets in the United States create some sort of mess in their home, and a third of those messes are likely to happen at least once a week²--exactly why Pruven created a line of products to address all pet cleaning issues. For example, Pruven Oxy Stain & Odor Remover with Scotchgard Protector can permanently eliminate pet stains and odors with its 2-in-1 power. The oxy power helps break down the mess leaving carpets clean, while the Scotchgard protection helps to prevent future soiling so stains won't re-appear. It's tough on the toughest pet stains, yet leaves the treated area safe for pets and kids when used as directed.

The Pruven Oxy Powered Stain and Odor Remover can be found at Walmart and select Target stores for a suggested retail price of \$4.99 for a 24 oz spray bottle. For more information on Pruven pet products, visit www.pruvenpet.com.

About Pruven

Created by 3M, the Pruven™ line of pet mess management and prevention products feature Scotch™, Scotchgard™ and Scotch-Brite™ technologies, helping with everything from odor and waste management to scratch prevention to pet training.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

¹ Pruven Pet Survey, April 2013

² Ibid

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130529005405/en/>

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Multimedia Files:

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ruven(TM) Oxy Stain & Odor Remover with Scotchgard(TM) Protector (Photo: 3M)

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ruven(TM) Oxy Stain & Odor Remover with Scotchgard(TM) Protector (Photo: 3M)


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