

# Radio Systems<sup>®</sup>

C O R P O R A T I O N

## **RADIO SYSTEMS CORPORATION CEO RECEIVES NATIONAL HONOR**

*Ernst & Young recognizes Randy Boyd for entrepreneurial spirit*

**Knoxville, TN (June 27, 2008)** – President and CEO of Radio Systems Corporation, Randy Boyd is the winner of the Ernst & Young Entrepreneur Of The Year 2008 Award for Georgia, Tennessee, and Alabama. Awards are given to entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities.

Boyd graduated with honors from The University of Tennessee at the age of 19, having paid his own way. He founded his first company, Saco Distributing, four years later. Boyd started the farm supply distributing company with no capital, buying on credit and selling for cash. Relying on an un-air-conditioned van, Boyd grew the company to \$1.5 million in annual sales in eight short years.

“Then, customers started asking for a product called the Invisible Fence,” recalls Boyd. “Invisible Fence Company only sold through franchise dealers and refused to sell to me.” Undeterred, Boyd hired an engineer to design one for him. He bet his life savings on the design and started Radio Systems Corporation (RSC) in January of 1991.

Radio Systems Corporation is now the maker of PetSafe, Invisible Fence, SportDOG, Innotek, Guardian, Staywell brands, all of which market leader brands sold world-wide. RSC's objective is to be the most trusted brand in the pet ownership experience and to reach \$1 billion in sales by 2014.

“Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs and I am honored to be recognized regionally,” said Boyd.

The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. Boyd says he believes his job is

four-fold, “set the mission, hire great people, with them set the strategy, and then create a values-centered culture within which to work.”

Ernst & Young also considered Boyd’s dedication to his community. Boyd is a Boy Scoutmaster, having founded a Cub Scout Pack in 1998 and subsequently a Boy Scout Troop in 2003. He serves on the Board of Clayton Bank, whose profits uniquely all go to charity.

In addition, he is leading and solely funding an initiative to provide a non-profit, voluntary, low emission shuttle service in Cades Cove, a part of the Great Smoky Mountains National Park, to reduce congestion and pollution there. Most recently, Boyd made a substantial donation to the University of Tennessee's new Center for Innovation and Entrepreneurship.

Boyd and other regional award winners will be eligible for consideration in the Ernst & Young Entrepreneur Of The Year 2008 national program. Winners in numerous national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California, on November 15, 2008.

The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

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