



## About PetSafe

Based in Knoxville, Tennessee, PetSafe is the industry leader in pet training, containment, safety and lifestyle product solutions. PetSafe introduced the first do-it-yourself electronic fence to the pet market in 1991 and the first wireless fence in 1998. PetSafe's product line up includes: kennels and electronic underground fences; bark control systems; a selection of remote training products; pet doors; pet identification collars; heated wellness products; pet feeders and a growing line of lifestyle products.

Founded in 1991, PetSafe is now an international company with offices in both Knoxville and Jackson, Tennessee, San Diego, Canada, England and China with 400 employees worldwide and more than \$178 million in revenue projected for 2006.

The pet-owner dynamic has changed tremendously since PetSafe was founded: pets are members of the family and their parents want to keep them safe, healthy and happy. PetSafe is a company of pet lovers, and they won't consider a product they don't think is safe and effective for their own pets.

They began by selling a single product in 1991 – the In-Ground Radio Fence. Strong vision to establish a long-lasting company that consumers can trust has remained steadfast over the years. PetSafe now produces over 400 products and has become one of the largest pet training product manufacturers in the U.S.

Research and development of new, innovative, and better products remains one of PetSafe's key focuses and core competencies. In 2005, PetSafe launched the first national online pet product invention contest called "IdeaFetch." IdeaFetch was created to provide an easy outlet for pet lovers to share their creativity while making a difference in the lives of pets and their owners. The winning product idea, The PetSafe Micro I.D. Rescue Collar will hit store shelves in January of 2007. Based on the overwhelming response to IdeaFetch in the United States, IdeaFetch Canada was announced in 2006. In the same year, PetSafe partnered with Drs. Foster & Smith to launch a similar online pet invention contest called, "My Pet Idea."

PetSafe is also committed to making the pet owner feel like a good caregiver. Always seeking to learn new ways to enhance the pet ownership experience, they are the only pet company in the United States to have a public dog park, state-of-the-art pet spa, pet training facility, doggie rest stop, overnight accommodations with door-to hotel service, kitty gym, Yappy Hour and deluxe dog suites with television sets, microphones and online webcams, on the grounds of their company headquarters. With the PetSafe Village on-site, the company has a great opportunity to evaluate and offer new products and services that really make a difference.

PetSafe President and CEO Randy Boyd's own pup Spanky has a Wireless Fence containment system, two electronic pet doors and an electronic feeder allowing him to have a better quality of life – and letting his family sleep in when they need to.

Next on the horizon for PetSafe is work to enhance pet wellness, assist in locating and identifying lost pets, help owners provide better at-home care for their pets despite hectic work schedules, and head off

behavioral issues before they start. By leveraging their technology to solve real consumer needs, they will achieve their mission of being the most trusted pet brand.