



## Fact Sheet

### Corporate Facts

- Radio Systems Corporation, the maker of the PetSafe, Guardian and SportDOG brands, was founded in 1991 and currently employs 400 people worldwide.
- Based in Knoxville, Tennessee, the company is an innovator in the development of safe, reliable and superior pet solutions.
- 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.
- Safety is at the forefront of everything PetSafe develops. PetSafe's Premium line of products includes a limited lifetime warranty.
- PetSafe is the best selling pet training and electronic containment brand.
- PetSafe products are sold via pet stores, mass merchant outlets, online retailers, farm & home stores and catalog and mail order catalogs in the U.S., Australia, New Zealand, Canada, France, Great Britain, Ireland, Northern Europe, Belgium, Germany, Spain, Japan and Korea.
- PetSafe operates numerous outreach programs including The PetSafe Village, PetSafe Dog Park, The PetSafe Veterinary and the Veterinary Technicians Test-Drive Program, an innovative Animal Control Officers Program and Shelter Program. For more information please visit [www.petsafeoutreach.com](http://www.petsafeoutreach.com).
- 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 the only pet company in the United States to have a public dog park, state-of-the-art pet spa, pet training facility, doggie travel rest stop, overnight accommodations with door-to hotel service, kitty gym, Yappy Hour and deluxe dog suites on the grounds of their company headquarters in Knoxville, TN.
- In response to the devastation caused by Hurricane Katrina (2005), Radio Systems Corporation donated more than \$26,000, established a dollar-for-dollar employee-match program to benefit the

American Red Cross, provided emergency shelter for 18 dogs and cats and their owners and hosted a tele-thon at the PetSafe Village to raise an additional \$11,800 for the Humane Society of the Tennessee Valley.

- Radio Systems and its employees have donated \$20,000 to shelters, rescue organizations and spay and neuter clinics across America and have contributed more than \$5,000 to Knox County's Second Harvest Food Bank. Radio Systems employees sponsored 180 angel-tree children at Christmas, raised money for breast cancer research through the Susan B. Komen Foundation's annual Race for the Cure, and collected nearly \$11,000 for Junior Achievement. In 2006, Radio Systems employees built a Habitat for Humanity home for a family of eight. 75 percent of the Radio System's employees in Knoxville have contributed to the company's community outreach initiatives within the last year.

#### Product Facts

- The Comfort-Fit Collar represents PetSafe's newest innovation for its line of technologically-advanced pet training and containment systems.
- PetSafe is the first to design and manufacture the PetSafe Wellness Bed™ the only pet bed that incorporates massage and heat functions (launched in 2005).
- PetSafe is the first and only manufacturer to create a dual-detection, "perfect bark control" device, which combines both vibration and microphone technology to eliminate false activation (patent awarded in 2000).
- PetSafe is the first and only manufacturer to create a wireless electronic pet containment system (launched in 1999).
- PetSafe is the first to design and manufacture the PetSafe Cat Veranda™ the only window-mounted cat flap that includes an open-air patio with covered roof and indoor lounging platform (launched in 2006).
- PetSafe introduced the first pet electronic training product line boasting software that adjusts to the pets needs (launched in 1997).
- PetSafe is the first manufacturer to introduce a safety time-out feature on its bark control collars and pet containment fencing units.