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## **GUARDIAN BY PETS SAFE LAUNCHES NATIONAL INVENTION CONTEST**

*Pet Industry Leader Partners with Paul Henderson and Canadian Tire*

LONDON, Ontario, May 22, 2006—In search of Canada’s next great inventor, Guardian by PetSafe, a leading pet product manufacturer, launches IdeaFetch – an innovative, online pet product contest on June 1. Open to all Canadian residents (18+), IdeaFetch challenges the public to conceptualize helpful pet product ideas on [www.ideafetch.ca](http://www.ideafetch.ca), for the chance to win \$25,000 and have their idea developed and sold exclusively at Canadian Tire stores nationwide.

“Guardian by PetSafe developed IdeaFetch to improve the quality of life for pets and their owners,” said hockey icon Paul Henderson, an avid pet lover and contest spokesperson. “We’re looking for creative pet product ideas that will build on our nation’s deep passion for innovation and technology.”

The general public is invited to help select the IdeaFetch contest winner by voting online for their favorite entry. Consumer votes determine the top 100 product ideas and a panel of Guardian by PetSafe judges will then review and select the top three winners. Also, registered IdeaFetch Web site visitors have a daily chance to win a \$50 Canadian Tire gift card.

“As a company focused on bringing exciting, new and innovative products to Canadians, Canadian Tire is excited to be partnering with Guardian by PetSafe and Paul Henderson on a project that will bring fresh, new ideas to the pet supply industry and into the hands of our customers,” said Laila Zichmanis, vice president, Canadian Tire.

IdeaFetch’s second place winner receives \$5,000 and the third place winner fetches \$2,500 with no guarantee that their ideas will be commercialized. The IdeaFetch contest runs between June 1 and September 30.

### **ABOUT GUARDIAN BY PETS SAFE**

With Canadian offices based in London, Ontario, Guardian by PetSafe is the industry leader and prime innovator in the development of safe, reliable and technologically superior pet products. Guardian by PetSafe introduced the first do-it-yourself electronic fence to the pet market in 1991 and the first wireless fence to the market in 1998. Over the years, Guardian by PetSafe’s product line up has expanded to include more than 400 items including: bark control systems, a selection of remote training equipment, electronic containment systems, pet doors and a growing line of lifestyle products. For more information on Guardian by PetSafe visit [www.petsafe.net](http://www.petsafe.net).

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