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### **Los Angeles Surfer Invents First Dog Rescue Collar**

*PetSafe Micro I.D.™ Rescue Collar provides immediate access to emergency contacts, critical care information and toll-free pet rescue service*

Knoxville, TN – March 6, 2007 – Recent American Animal Hospital Association (AAHA) statistics reveal that while an overwhelming majority of rescued pets with ID are returned, sadly 90% of all pets without ID never make it home. According to the AAHA, a majority of lost pets are not recovered by veterinarians, animal shelters or humane societies, but by local neighbors. The problem is that most pets have no visible identification. In an effort to help rescue and return the millions of lost or injured pets in the United States, PetSafe® introduces a new rescue collar system that will transform how lost pets are identified and reconnected with their owners.

The PetSafe Micro I.D.™ Rescue Collar isn't just a collar, but the ultimate pet protection system with convenient features even today's best micro-chipping systems can't offer. Worn as an everyday dog or cat collar, a "USB Flash Drive" is hidden inside the collar to store all of your pet's personalized data. If a pet wearing the PetSafe Micro I.D. Rescue Collar is ever lost, the flash drive on the collar can be plugged right into any computer with a USB port to identify the pet. No need for an inconvenient vet visit to scan information. You don't have to worry about computer viruses and there are no batteries to buy. The rescue collar contains a pet profiler that includes: home, work and cell phone numbers, vet records with any medical concerns, pet personality and even pet photos! The collar also sports a toll-free number connecting callers to the optional PetSafe Rescue Service in case an Animal Control Officer or helpful stranger finds your pet and doesn't have access to a computer.

This new system is so quick and easy to use that it allows you to access your pet's records at any time – day or night. From work or home, even if you move! Going on vacation? You can update your contact information before you leave or on the road, including your hotel address and phone number. You can conveniently print your pet's records for a doggie daycare visit or trip to the vet. The web site and flash drive also features a "lost dog or cat" flyer option where you can create a flyer for your lost pet and print copies immediately from your desktop. Never before has a collar offered a pet owner so many benefits.

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Selected from more than 5,000 entries across the United States, the PetSafe Micro I.D. Rescue Collar is the winning pet product idea of PetSafe's IdeaFetch™ pet product invention contest. First time petpreneur, Jonathan Warren, a 25 year-old surfer and wave forecaster from San Diego, received a cash prize for his idea and the chance to work with PetSafe to bring his product to market. Jonathan's photo will also be included on the product packaging and web site.

“Engaging consumers in the innovation process is one thing that sets PetSafe apart from every other pet company in the United States,” states Doug Grindstaff, vice-president of new market development (a.k.a. “Chief Petpreneur”) at PetSafe. “We take pride in being the leader in developing innovative products and are constantly seeking new product concepts that can make a difference in the lives of pets and their owners.”

The PetSafe Micro I.D. Rescue Collar is available in 3 sizes, ranges in prices from \$39.99 to \$44.99 and offers a 2-year limited warranty. The rescue collar will be available at PETCO retail stores nationwide and online. For more information about the new PetSafe Micro I.D. Rescue Collar visit, [www.petsafemicrolD.com](http://www.petsafemicrolD.com).

#### **About PetSafe**

Headquartered 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. For more information about PetSafe visit: [www.petsafe.net](http://www.petsafe.net).

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