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PetSafe Fetches Next Big Pet Idea

Contest winner receives \$40,000 and their idea becomes reality for pet lovers nationwide

KNOXVILLE, Tennessee, September 28, 2005— Always thinking of great ideas for your pets? PetSafe challenges the public to enter innovative, quirky, fun or helpful pet ideas between October 1st and November 30th, 2005, on www.ideafetch.com, for the chance to win \$40,000 along with having their idea developed into product and sold at PETCO stores nationwide. It's all part of PetSafe's first pet "idea" contest called IdeaFetch. In addition to entering ideas, the public is invited to help select the contest winner by voting online for their favorite entry.

PetSafe's IdeaFetch is a fun, innovative, consumer-driven contest designed to catch new pet product ideas that enhance the relationship between pet owners, families and their pet(s) and ultimately improve a pet's quality of life.

"As far as we know there has never been a contest as broad as IdeaFetch or one that allows consumers the opportunity to vote," shares Doug Grindstaff, PetSafe vp of marketing & business development. "The great part is you don't have to be an engineer or have financial backing to enter; all you need is an idea and love for pets. PetSafe then brings the winning pet product idea to life."

Consumer votes determine the top 100 pet ideas entered on www.ideafetch.com. A panel of PetSafe judges will then review and select the top ten from that group. From the top ten, three winners will be chosen. The second place winner catches \$5,000 and the third place winner fetches \$2,500 with no guarantee that their ideas will be commercialized.

If "ideas" aren't your thing, the IdeaFetch Web site also distributes \$15,000 worth of PetSafe instant-win discount coupons and collects visitor "pet problems". Instant-win codes can be obtained from petco.com, flyers at any PETCO register, or PetSafe Electronic Training Kiosks, located at PETCO stores nationwide; enter the instant-win code at www.ideafetch.com for a chance to win a prize.

PetSafe worked with Ideas to Go, a Minneapolis based creative-process ideation company to create the IdeaFetch promotion and colorful Web site. To learn more about the contest visit www.ideafetch.com, go to your local PETCO store, or follow the link on www.petco.com.

Based in Knoxville, Tennessee, PetSafe is the industry leader and prime innovator in the development of safe, reliable and technologically superior pet products. Products include electronic containment systems, bark control systems, pet doors, remote training equipment and a growing line of lifestyle products. More information is available by visiting www.petsafe.net.

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