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PETSAFE GOES FOR GROWTH AND RECRUITS IN JAPAN

Japan continues to be a key destination for PetSafe® products and to help maintain strong growth a new Regional Sales Manager has been appointed to the team. Tomoaki Tsujita will be responsible for overseeing sales development in western Japan and marketing a range of core products relevant to the Japanese market.

Tomoaki, who has a BA in Business Administration from Bath Spa University in the UK, has extensive marketing and new business development experience. He will be responsible for managing PetSafe accounts and liaising directly with key distributors and retailers throughout western Japan. On a strategic level, Tomoaki will also be involved in identifying new business opportunities as PetSafe continues to expand activity across Japan.

Brad van der Veen, Vice President of International at PetSafe, says: "We'd like to welcome Tomoaki onboard and look forward to working with him. This is an exciting time to be joining the PetSafe team and he will play a key part in helping us to firmly establish our presence in Japan and grow the market share for our products."

Japan is the first country in Asia to market PetSafe products and - stocked by leading retailers - they reflect the company's core brand values of enhancing the special relationship between people and their pets. The products currently available are from various categories including Bark Control, Training Systems, Health and Wellness and Play and Challenge. New promotional and marketing literature with specially commissioned lifestyle photography has just been launched in Japan.

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For further information please contact Misa Yashiro, myashiro@petsafe.net

The PetSafe® family of brands



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protect. teach. love.

Notes to Editors:

About PetSafe®

Headquartered in Knoxville, Tennessee, PetSafe®, part of Radio Systems® Corporation, 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.

A dedication to quality has helped PetSafe expand on an international scale and its products are available globally, including in Japan, the U.S., Australia, New Zealand, Canada, France, Great Britain, Ireland, Northern Europe, Belgium, Germany, Spain, China and Korea.

PetSafe continues to develop in Japan with product categories including Bark Control, Training Systems, Play & Challenge, Health & Wellness and Pet ID.