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Pet industry innovator now offers comprehensive pet insurance

KNOXVILLE, Tenn. (February 1, 2011) – At some point in their lives, 92% of pets will require emergency medical care. Costing anywhere from a few hundred to several thousand dollars, many pet owners are faced with the option of incurring debt or considering euthanasia. To ease these worries PetSafe, an innovator in the management of pet behavior, now offers comprehensive medical insurance for your pet.

“The family pet is priceless,” Randy Boyd, PetSafe President & CEO said. “When we are choosing what's right for our pets, we want our decisions to be based on great care and our love for our pets, not on our finances.”

PetSafe Insurance provides comprehensive coverage for dogs and cats for everything from diagnostic tests to emergency treatments. Designed to meet most budgets, PetSafe offers three coverage options: 70%, 80% or 90% reimbursement after the deductible.

Unlike most other pet insurance providers, PetSafe covers all hereditary conditions. This includes the chronic malady hip dysplasia, which is usually excluded by other carriers. Pets from eight weeks to thirteen years old can be enrolled. Also, there are no “networks” with PetSafe Insurance, so pet owners can take their pet to any vet.

“With PetSafe Insurance, you can keep the veterinarian that you are happy with,” Boyd said. “You don’t have to search for a new vet that’s within a particular network. Plus, there are no claim payout limits. We truly offer reassurance for the future health of your pet.”

Pet insurance is growing in popularity as a must-have for pet owners. [Packaged Facts](#), a market research publisher, found that pet insurance revenue in North America grew by 21% from 2005 to 2009, and is expected to climb again by 20% through 2014.

To receive a free instant quote, visit www.PetSafeInsurance.com or call (877) 455-7387.

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About PetSafe®

Headquartered in Knoxville, Tennessee, PetSafe® leads the industry in the development of innovative pet behavior, containment, lifestyle product solutions and services. Visit: www.petsafe.net.

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