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PETSAFE SHOWCASES TWO BEST SELLERS IN TV DOCUMENTARY

PetSafe® has been asked to get involved in a series of TV documentaries that will be screened on national TV over the next few months to help pet owners care for their pets. *The Pets For Life 'How To... Series'* provides viewers with a comprehensive guide to caring for a new pet and - with an indepth understanding of pets - PetSafe was identified as being ideally placed to offer advice.

PetSafe International Marketing Manager, Angela Critchley along with PetSafe Veterinary Consultant, David Chamberlain, have been interviewed for the programmes and asked about two best selling products from PetSafe – the Microchip petporte smart flap® ad the Drinkwell® Pet Fountain.

The documentaries, screened on Sky Channel 201 and Freesat Channel 403, highlight that a record number of pets are being abandoned according to figures recently released by the RSPCA. The aim of the programme is to help educate pet owners about introducing animals into their homes and guide them through the wide choice of products that are available to them.

Angela Critchley says: “Getting a new pet can be daunting for some owners and present a number of challenges. Often there are simple solutions and pet products that can make all the difference and we think this comes across very well in the documentary. Both the Microchip petporte smart flap and the Drinkwell Pet Fountain are selling incredibly well at the moment amongst owners who perhaps lead busy lifestyles and can't always be at home. By offering solutions such as these we are hopefully helping to reduce stress and prevent pets becoming just another unwanted statistic.”

The PetSafe® family of brands



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protect. teach. love.

The documentaries are available on the PetSafe YouTube channel:

<http://www.youtube.com/user/petsafeuk> and the PetSafe website.

PetSafe has also recently produced a series of consumer information leaflets and videos across all its product categories and retailers can request copies from PetSafe on 01257 240070 or at petsafeuk@petsafe.net.

Ends.

FOR MORE INFORMATION PLEASE CONTACT ANGELA CRITCHLEY; acritchley@petsafe.net

About PetSafe

Headquartered in Knoxville, Tennessee, PetSafe is the industry leader in pet training, containment, and 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. The PetSafe product line up includes: kennels and electronic underground fences; bark control systems; a selection of remote training products; pet doors; pet feeders, pet fountains, treat dispensing toys and a growing line of lifestyle products. **For more information about PetSafe products visit: www.petsafe.net.**