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October 2011

**LIGHTS, CAMERA, ACTION...
NEW PRODUCT VIDEOS FROM PETS SAFE**

The old adage 'Never ever work with pets' was challenged by PetSafe® recently when its marketing team worked alongside a production company to film a series of informative videos featuring a range of popular PetSafe products.

A total of 28 videos were produced and are now live online at <http://www.youtube.com/user/petsafeuk> and are on the PetSafe website. The short clips, which are aimed at consumers, highlight the benefits and key functions of a range of products across the PetSafe key product categories: Pet Doors, Health & Wellness, Play & Challenge, Bark Control, Training Systems and Containment Systems.

Pets belonging to PetSafe employees star in the videos and put products to the test including, the best selling Microchip petporte smart flap®, the latest collection of Busy Buddy® play and challenge toys, health and wellness products such as the Drinkwell® water fountains and various training collars.

Angela Critchley, International Marketing Manager for PetSafe said: "The videos will be useful for both retailers and their customers. Retailers will have additional marketing tools that they can direct customers to and the pet owners will be able to see for themselves just how straightforward and effective our products are."

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.**

The PetSafe® family of brands



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protect. teach. love.