



PetSafe's newest acquisition adds high-tech convenience and control to pet doors

Knoxville, TN (October 27, 2009) – PetSafe, the industry leader in pet safety and lifestyle product solutions, announces today the acquisition of Pet Porte Smart Flap, a British producer of electronic pet doors.

“The technology of the Pet Porte microchip door is the best on the market,” says Willie Wallace, Vice President of Sales and New Product Development. “By adding it to our product line, we can bring the product to the larger audience it deserves.”

The Pet Porte door takes advantage of the increasingly common use of microchips in pets by scanning for the specific chip identification in the family cat or small dog. By setting the door to respond to a specific microchip, the pet owner can keep unwanted neighborhood pets and other creatures from gaining entry to the home.

“We see wonderful potential for this product on the international market,” says Brad van der Veen, Director of International Sales. “Because of existing regulations on transporting pets across borders, approximately 70% of European pets have microchips. Connecting the existing chip to the technology to operate the door provides a great convenience and safety factor for pet owners.”

Among the other technological innovations included in the design of the Pet Porte is a night mode setting allowing owners to prevent their cat from leaving the house after a designated time while still allowing the cat to enter the house if it is already outside.

“This acquisition shows how we try to expand our company with an eye to specifically helping our customers grow their pet product businesses,” says van der Veen.

PetSmart will begin offering the Pet Porte Smart Flap in its product line TK.

About PetSafe®

Headquartered in Knoxville, Tennessee, PetSafe® is the industry leader in the management of pet behavior, offering 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. PetSafe's product line up includes: kennels and electronic underground fences; bark control systems; a selection of remote training products; pet doors; pet identification collars; heated wellness products; pet feeders and a growing line of lifestyle products. For more information about PetSafe®, visit: www.petsafe.net.

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