



Adorn your dog with diamonds this Valentine's Day

KNOXVILLE, Tenn. (February 8, 2010) – There's no limit to the love you feel for your dog. So this Valentine's Day, pamper her with the ultimate gift that will keep her safe and dripping with diamonds.

Created by world-renowned jewelry designer Rena Mary, this one-of-a-kind, handmade PetSafe receiver collar is dipped in round, full cut diamonds and 18 karat white gold that create a pattern made of connecting hearts, designed to represent the bond between a human and a dog. The receiver also includes the PetSafe Invisible Fence system installation.

The PetSafe Brand is the original electronic fence containment system, sold nationwide by professional dealers who offer custom installation and certified Perfect Start™ Pet Training to create an environment of safety and freedom for pets. So, the receiver collar not only pampers your dog, but also keeps her safe and contained.

The retail price of the receiver collar is \$52,000, which includes the PetSafe fence system installation, plus a certificate of authenticity and appraisal.

Additionally, the collar will be hand delivered by the designer Rena Mary and owner of www.Dog-Power.com, Cheri Corso. The pup who receives the collar will also receive personal training and will be featured as PetSafe and Dog-Power's 2010 "Pet of the Year."

The receiver's length is 15 inches long and 1 inch wide.

The item is available for purchase online at www.Dog-Power.com. A portion of the sale will be donated to the North Shore Animal Shelter in Long Island, N.Y.

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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