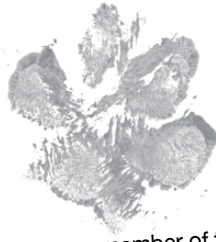




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## The PetSafe Story<sup>®</sup>

PetSafe has built its success on the knowledge that pets are a member of the family. As a company of pet lovers, PetSafe's 400 worldwide employees produce the industry's most popular and innovative products in pet training, containment, safety, and lifestyle for an audience dear to their heart: their own pets. President and CEO Randy Boyd's own dog, Spanky, is a satisfied user of PetSafe's Wireless Fence containment system, electronic pet doors, and electronic feeder. This dedication to quality has helped the company expand on an international scale with offices in Canada, Great Britain, and China, in addition to headquarters in Knoxville, Tennessee, and additional U.S. offices in Jackson, Tennessee, and San Diego.

PetSafe debuted in 1991 with a single product—the In-Ground Radio Fence. Today the company's line-up of products provides a wealth of opportunities to help pet owners keep their four-legged friends safe, healthy, and happy, so that there will be more great moments to share in the future of pet-owning families. In addition to underground fences, today's product line-up includes: kennels; bark control systems; remote training products; pet doors; pet identification collars; pet feeders; heated wellness products and a growing line of lifestyle products. With a loyal following built on a history of trust and quality, PetSafe consumers and their pets have helped the company expand to more than \$240 million in projected revenue for 2010.

Every day at PetSafe's headquarters in Knoxville, is "Bring Your Dog to Work Day." As the only pet company in the United States with a public dog park, state-of-the-art pet spa, pet training facility, overnight dog lodging, and a kitty gym on site, the company has wonderful opportunities to better understand pets and their owners.

Always with an eye on the future, PetSafe is at work on products to help owners locate and identify lost pets, enhance pet wellness, and provide better at-home care for their animal companions. By creatively finding ways to combine new technology to solve real pet owner needs, PetSafe will continue to make possible the best moments of the day between the animals and the people who love them.

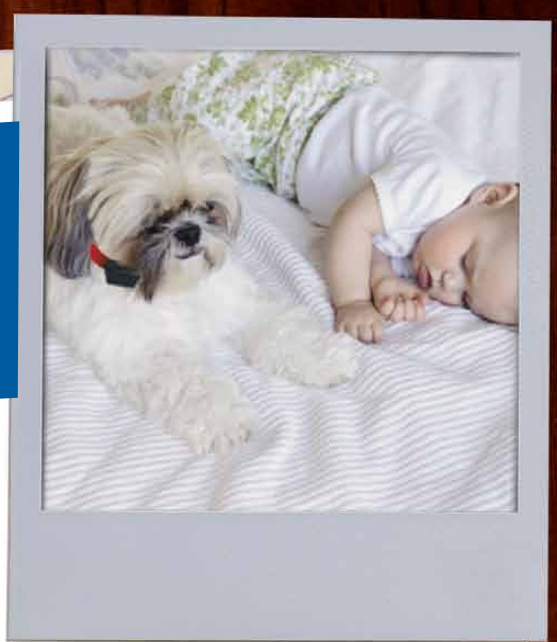


*...because the best years of your life are measured in dog years.*

*Media*



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## Important Facts

PetSafe products are available globally in the U.S., Australia, New Zealand, Canada, France, Great Britain, Ireland, Northern Europe, Belgium, Germany, Spain, Japan, and Korea. PetSafe® introduced the first do-it-yourself electronic fence to the pet market in 1991 and the first wireless fence in 1998. The PetSafe Stay + Play Wireless Fence, which features greater coverage area and rechargeable collar with a slim design for the comfort of small and large dogs, will be available in stores in late May.

The culture of PetSafe is one of community and contribution. PetSafe and its employees have donated nearly \$300K and 700 labor hours to various organization including animal shelters, rescue organizations, and spay and neuter clinic, Second Harvest Food Bank, and Habitat for Humanity. Randy Body, *President and CEO*, was the Ernst and Young Entrepreneur of the Year for 2008 for the southeast region.

In 2008, PetSafe kicked off a collaborative effort with Knox County, Tennessee and City of Knoxville, to make the area the most pet friendly community in the U.S., a bold effort that is taking over Knoxville. Specifically, Knoxville and PetSafe have worked to construct 6 dog parks in the area which has contributed to growing the human-animal bond in Knoxville. The project has been so successful that PetSafe has elected to grow the effort to a national contest. Launching in spring 2011, the Bark for Your Park Dog Park Giveaway will award one lucky U.S. city \$100,000 for a new dog park.

In an effort to increase support for animal welfare groups PetSafe introduced the PetSafe Ethos Fund in January 2011. Through charitable donations, the Ethos Fund provides support to animal welfare groups for the care and rehabilitation of homeless pets, making them more adoptable. Monetary donations of any size are accepted on Ethos Fund's website, [www.petsafe.net/ethos](http://www.petsafe.net/ethos), with 100% of the proceeds going to help this cause. For donations of \$25 or more, donors receive a PetSafe Ethos "Happy Dog" t-shirt.

### Media Contact

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