

For Immediate Release:
February 22, 2013

Radio Systems® FroliCat Wins Two New Product Showcase Awards at Global Pet Expo 2013 With Debut of New Interactive Toys for Cats and Dogs Booth #3251



DART DUO



POUNCE



FLIK

(Chicago, IL) – Radio Systems Corporation®, a leading manufacturer of innovative pet products, is excited to announce their latest additions to the FroliCat line of pet toys and is especially pleased to announce the receipt of two New Product Showcase Awards. FroliCat continues to be the playtime pro with the award-winning addition of the POUNCE, DART DUO and FLIK interactive toys.

“The industry has not seen anything like these new products and we’re honored to win two of the prestigious New Product Showcase Awards at the industry’s largest annual trade show,” said Alan J. Cook, founder of the Lucky Litter, which is now part of the Radio Systems brand family. “We’ve worked incredibly hard on our latest products and are pleased to bring products to the industry that keep our pets active, stimulated and entertained. The Dart Duo is our first multi-pet interactive toy while Pounce and Flik are perfectly playful ways to keeps cats’ instincts sharp.”

FroliCat DART DUO: Second Place Winner in the Cat Category is an automatic rotating light with two lasers for shared play among multiple cats and dogs. Random laser patterns entice pets to dart, pounce, and chase. Adjustable speed and timer settings create 16 engaging play combinations. DART DUO™ has two lasers for twice the fun and its sleek design looks beautiful in the home.

FroliCat POUNCE: Third Place Winner in the Cat Category is a rotating hide-and-seek cat teaser. Marshal Maus™ moves unpredictably around the circular path zooming forward, reversing direction, hiding under obstacles and occasionally twitching back and forth to stimulate a cat’s natural instinct to hunt, chase, and pounce on his prey.

FroliCat FLIK is an automatic teaser that throws a string to engage your cat in enthusiastic play. Watch your curious cat stalk FLIK and try to capture the string before it hides again. FLIK is fun for your cat and designed to look beautiful in your home. No cat has ever had this much fun with an ordinary string before!

The New Product Showcase Awards are voted on by industry buyers on the second day of the trade show, and awarded to only three products in each category out of hundreds entered into the showcase.

Please visit www.FroliCat.com for more information on FroliCat toys.

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About Radio Systems Corporation:

Headquartered in Knoxville, Tennessee, Radio Systems Corporation (RSC) is the maker of the PetSafe, Invisible Fence®, and SportDOG® brands as well as recently acquired ScoopFree and FroliCat brands. This brand portfolio makes RSC an industry leader in the management of pet behavior, pet training solutions, containment systems, safety and lifestyle product solutions. You'll also find the pet-loving hearts at Radio Systems and its brands giving back to the community by sponsoring dog parks, rescue missions, adoption facilities, and dozens of other philanthropic ventures. Please visit www.PetSafe.net for more information

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