



Amanda Leesburg  
PetSafe  
404-842-0040  
[aleesburg@petsafe.net](mailto:aleesburg@petsafe.net)

**PetSafe Signs Licensing Agreement with Petnique for cinch-it® pet collar**  
*Revolutionary dog collar is waterproof and micro-adjustable*

Knoxville, TN – July 22, 2008 – Radio Systems Corporation, the home of the PetSafe® brand, has entered into a licensing agreement with Seattle-based company Petnique to manufacture and sell the cinch-it® pet collar. Per the agreement, Petnique has granted an exclusive patent license to PetSafe to manufacture and sell the product.

The product will now be named the “cinch-it pet collar by PetSafe.” This new pet product is the world’s first injection molded, micro-adjustable and waterproof pet collar of its kind. Developed to address the need for a perfect fit, the patented collar is also hypoallergenic and easy to use. Made from durable TPE (thermoplastic elastomers), a material much easier on a pet’s skin than nylon collars, the cinch-it pet collar does not absorb odors.

The collar adjusts in two-millimeter increments, allowing for a more customized fit than traditional collars, which adjust by the inch. The collar locks into place in one motion, using the “ratchet-and-pawl technology” used in the snowboard industry. A one-button quick-release mechanism is held secure by a safety lock. The excess strap fits under the collar, leaving no loose end. The collar comes in 5 fun colors – jet black, ice blue, lime green, fire engine red, so pink and orange peel.

For more information about the cinch-it pet collar visit: [www.cinch-itcollars.com](http://www.cinch-itcollars.com) or [www.petsafe.net](http://www.petsafe.net).

About PetSafe

Headquartered in Knoxville, Tennessee, PetSafe is the industry leader in 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](http://www.petsafe.net)

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