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## **New PetSafe® Automatic Ball Launcher Incorporates Innovative Features to Make Playtime Fun and Safe for Dogs**

*First electronic dog toy from PetSafe® Brand is designed specifically for dogs who love to play fetch*

**KNOXVILLE, Tenn. (March 7, 2016)** – With more and more pet parents considering their pets as family members, it’s no surprise that 75% of them feel guilty about leaving their pets home alone during the day. However, one pet product manufacturer is offering a fun, new solution to help keep pets entertained when their owners aren’t around.

[PetSafe®](#) Brand, an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions, has released its [PetSafe® Automatic Ball Launcher](#). Great for indoor or outdoor play, the PetSafe Automatic Ball Launcher is the perfect gift for any fetch-crazy dog.

“Keeping dogs mentally and physically active helps prevent both the bad behaviors like chewing on furniture, as well as the health risks associated with obesity,” said Mandie Sweetnam, product manager, PetSafe® Brand. “The innovative features of the PetSafe Automatic Ball Launcher make independent play easy and fun, while the added safety features give pet parents peace of mind.”

Designed specifically for dogs who love to play fetch, the PetSafe® Automatic Ball Launcher allows dogs to play by themselves or with their owner. The machine can launch balls between eight and 30 feet and features nine distance and six angle settings to keep dogs constantly engaged and entertained.

Unlike other automatic fetch toys on the market, the PetSafe® Automatic Ball Launcher also features a number of safety benefits. In addition to a ball detection sensor at the bottom of the launch pocket, the machine also has two different safety motion sensors. A motion sensor on the front of the unit prevents the ball from launching if a dog or person is too close, and the no-launch sensor in the front of the launch pocket keeps hands and muzzles safe by preventing a launch when an object is detected. The Automatic Ball Launcher also has an automatic sleep mode to ensure dogs get rest in between play sessions.

For added convenience, the PetSafe® Automatic Ball Launcher uses standard-sized tennis balls (two included) and can be used with the included power cord or 6 D-cell batteries (not included). The water-resistant unit also features a comfortable handle for easy transport.

The PetSafe® Automatic Ball Launcher suggested retail price is \$199.99 and is available for purchase at [PetSafe.net](http://PetSafe.net).

### **About the PetSafe® Brand**

PetSafe® Brand is an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions. PetSafe® Brand is owned by Radio Systems® Corporation and headquartered in Knoxville, Tenn. For more information, visit [www.petsafe.net](http://www.petsafe.net) or connect with us on [Facebook](#) and [Twitter](#).

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