

Radio Systems



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## **PETSAFE INTRODUCES NEW CONTAINMENT PRODUCTS FOCUSED ON PET COMMUNICATION**

*Survey reveals pet communication desired by more than 90 percent of Americans*

KNOXVILLE, Tenn. – March 23, 2006 – Communication is the key to creating and maintaining a close bond with friends and family and pet relationships are certainly no different. A recent survey conducted by the University of Tennessee Social Science Research Institute revealed that more than 90 percent of Americans wish communication with pets was easier. A new line of containment systems featuring Comfort-Fit™ electronic training collars from PetSafe, the world's leading manufacturer of pet management solutions, now offers the latest towards effective and pet-friendly communication. Working as non-verbal tools, Comfort-Fit products offer pet owners the chance to better communicate with their animal companions. The Comfort-Fit line gives pet owners a safe and effective way to provide immediate feedback to their pets to interrupt unsafe or undesirable behaviors such as chasing, jumping over fences or running into the street. The new PetSafe Containment Systems are designed to meet both the varied landscape needs of responsible pet owners and allow options to train and protect single, stubborn or multiple dogs more than eight pounds in areas up to 25 yards.

Containment systems can help train a pet by helping the animal learn areas set for playing, and those that are off-limits. Comfort-Fit emits a very mild "static" sensation similar to what one feels when touching metal after walking across carpet. Unlike most products on the market today, all Comfort-Fit Collars have sophisticated built-in software, providing a safety time-out feature to protect against prolonged correction or stimulation.

"Training requires communication towards the desired response. The Comfort-Fit line is designed for pet lovers, by pet lovers with adjustable stimulation and tone-only options allowing owners a safe way to communicate with their dogs," shares Kent Brown, Director, PetSafe Containment Products. "Electronic containment systems are the only solution that can't be dug under, chewed through, or jumped over—allowing us peace of mind to know our pets are free and safe."

### Comfort-Fit Product Benefits/Attributes

- Comprehensive training manuals developed with veterinarians and animal behaviorists accompany each training product to ensure safety and peace of mind for pet owners and their pet(s)
- Easy-to-adjust snap closure only needing a one-time adjustment
- Sleek, contoured, lightweight design offering great fit and comfort
- New non-toxic, hypoallergenic, smooth collar material for easy cleaning and to prevent binding or pulling on pet's coat
- Small and round contacts points inside the collar

The Comfort-Fit line products vary in price based on system or size of dog. Following are the manufacturer's suggested retail prices (MSRP):

- Comfort-Fit Standard Receiver Collar - \$99.99
- Comfort-Fit Deluxe Receiver Collar - \$139.99
- Comfort-Fit Stubborn Dog Containment System \$ 219.99
- Comfort-Fit Standard Containment System - \$218.99
- Comfort-Fit Deluxe Containment System - \$369.99

The complete line of PetSafe pet management solutions including: remote trainers; timed feeders; magnetic pet doors and the Comfort-Fit™ line of containment systems are available at retailers nationwide including PetSmart and PETCO stores or by visiting [www.petsafe.net](http://www.petsafe.net).

#### \*Survey Methodology

PetSafe commissioned survey is a scientific study conducted via telephone interview in September 2005 by the Social Science Research Institute at the University of Tennessee. A random digit dial sample (RDD) was used to ensure broad representation of households across the country. The margin of error is +/- five percent. Participants included males and females age 18 and older.

#### About PetSafe

Based in Knoxville, Tennessee, PetSafe is the industry leader and prime innovator in the development of safe, reliable and technologically superior pet products. PetSafe introduced the first do-it-yourself electronic fence to the pet market in 1991 and the first wireless fence to the market in 1998. Over the years, the product line up has expanded to include more than 400 items including: bark control systems, a selection of remote training equipment; electronic containment systems; pet doors, and a growing line of lifestyle products. For more information about PetSafe visit [www.petsafe.net](http://www.petsafe.net).

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