

Radio Systems



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PetSafe Offers the Ultimate in Canine Comfort and Lifestyle Purrfection

PetSafe announces company first with five safe lifestyle-focused options for pet comfort

Knoxville, Tenn. – March 23, 2006 – Knowing that furry family members also deserve the latest in technology, PetSafe, the industry leader and manufacturer of pet management solutions, introduces five lifestyle enhancing products with luxuries sure to please the pack of all ages and breeds. The new PetSafe Lifestyles collection reflects the growing importance of the pet/owner relationship between dogs and cats and showcases the latest in pet care technology.

A line of heated products, designed with the pet's safety and comfort in mind, includes: blankets; pads; wellness cuddlers with orthopedic foam; and wellness beds with added intermittent massage. The new wireless crate is an industry first. It offers owners easy portability and the chance to rid a household of bulky, unattractive traditional crating products. Available in retail locations Summer 2006, the new Lifestyle products are inspired and designed to make pet and pet owners lives better, ultimately enhancing the human-pet bond. A complete listing of PetSafe products including the industry's first cat training fence; pet-specific and timed feeders; and magnetic pet doors can be found by visiting www.petsafe.net.

"From day-care to pet spas our love of the family pet has changed today's pet and pet owners experience," said Charlotte Havelly, Director, Lifestyles Strategic Business Unit. "Our new PetSafe products speak to today's trends and strongly reflect our commitment to enhancing pet lives and the pet/owner relationship."

New to the PetSafe Lifestyle line up:

- **The PetSafe® Heated Pet Pad™** is designed with a unique dual temperature electronic thermostat for accurate temperature control. The selected temperature is constantly maintained and cycles on and off to conserve energy. The cover is a soft, durable polyester fleece that is easy to remove and machine washable. The PetSafe ® Heated Pet Pad™ features a fully enclosed water resistant heating unit and chew resistant power cord that makes it safe for your pet. The Heated Pet Pad is available in three sizes. Replacement covers and other accessories are sold separately.
- **The PetSafe® Heated Wellness Cuddler™** is a heated pet bed designed with plush orthopedic foam bottom and walls. Low-level therapeutic heat, removable & machine washable luxurious fabric cover and a chew-resistant power cord enhance pet comfort and safety. The PetSafe ® Heated Wellness Cuddler™ is available in three size options and colors.

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- **PetSafe® Heated Wellness Bed™** helps your pet feel his best every day. New features for 2006 include: A washable and removable cover with updated high-loft polyester sherpa and micro fiber faux suede, smaller vibrating massage unit, and a removable low-voltage power adapter with chew –resistant power cord. The PetSafe ® Heated Wellness Bed™ has variable bed settings including: heat only, massage only or heat and massage. The PetSafe ® Heated Wellness Cuddler™ is available in three size options.
- **The PetSafe® Heated Pet Blanket™** offers a machine washable polar fleece cover, removable wall adapter with chew-resistant cord, and low-voltage removable traditional heating element that heats to 12°F above room temperature, up to a max of 102° F. Comes with a car adapter and vinyl carrying case so you can take your pet with you wherever you go. Available in one size option.
- **PetSafe ® Stay! Mat, The Wireless Crate™** is the only portable alternative to the traditional crate, and is a safe and effective way to train your pet to stay in one place. The Stay! Mat is battery operated and intelligent enough to let you know when the battery is low. The PetSafe ® Stay! Mat is lightweight and easy to clean with a removable, machine washable cover. Operating and training manual included. Available in three sizes.

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, PetSafe's 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.

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