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CANADIANS RANK INVENTIONS AND PROVIDE PET INSIGHT

Findings from recent Guardian by PetSafe national survey support national contest

LONDON, Ontario, July 17, 2006— More than a third of Canadians believe the telephone is Canada's best invention, according to a recent survey commissioned by Guardian by PetSafe. Guardian by PetSafe, a leading pet product manufacturer with a passion for innovation and pets, conducted the survey to identify Canadian's interest in inventions and pets. Now, Canadian residents have the opportunity to combine their creativity and pet affection to become the country's next celebrated inventor. Guardian by PetSafe launched an online pet product invention contest called IdeaFetch, www.ideafetch.ca, in which one person will win \$25,000 and will have their idea developed and sold at Canadian Tire stores nationwide.

The public is challenged to enter and vote for their favorite innovative, helpful pet ideas between June 1 and September 30. To date, more than 1,000 ideas have been submitted and 33,000 votes cast.

"Canada has produced a number of great inventions... hockey being my personal favorite," said Paul Henderson, pet lover, hockey legend and contest spokesperson. "IdeaFetch is designed to find new pet product ideas that ultimately improve a pet's quality of life."

Additional Survey Findings Include:

- Canadians get more joy from pets than they do sex
- Half say their pet is the most likely to greet them with a kiss when they come home
- Two-thirds buy holiday presents for their pets (probably because of those kisses)
- More than half think hard-working dogs, like sled dogs or herding dogs, best describe Canadians, while Americans are ever-ready-to-battle guard dogs, like Chows or Dobermans
- One-third say they've had an idea for a great new product only to find it in a store invented by someone else later

Survey Methodology

The Guardian by PetSafe survey is a scientific study conducted via telephone interview in May 2006 by Advanced Business and Consumer Research, LLC. A random digit dial sample (RDD) was used to ensure broad representation of households across Canada. The margin of error is at the 95 percent confidence interval of +/- 4.4 percent. Participants included males and females age 18 and older.

ABOUT GUARDIAN BY PETSAFE

With Canada offices based in London, Ontario, Guardian by 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 visit www.petsafe.net.

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ABOUT CANADIAN TIRE

Canadian Tire Corporation, Limited (TSX: CTC.a, CTC) operates more than 1,100 stores, gas bars and car washes in an inter-related network of businesses engaged in retail, financial services and petroleum. Canadian Tire Retail, Canada's most-shopped general merchandise retailer, with 464 stores operated by Associate Dealers across Canada offers a unique mix of products and services through three specialty categories in which the organization is the market leader - Automotive, Sports and Leisure, and Home Products. www.canadiantire.ca offers Canadians the opportunity to shop online. With more than 600 pet products, Canadian Tire's Pet Department has everything from wet and dry food to toys, crates, carriers, collars & leashes and electronic pet containment devices. For more information, please visit www.canadiantire.ca.

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