



25th September 2012

Radio Systems Strengthens International Presence with new Head Office in Dundalk

Expanding global pet product expert and manufacturer Radio Systems Corporation, has today announced the opening of a new European head office in Dundalk, Ireland following comprehensive market research and evaluation. The opening of the new head office will result in the creation of 56 new jobs over the next three years. The investment is supported by the Irish Government with the aid of IDA Ireland.

From January 1, 2013 *Radio Systems PetSafe Europe Ltd* will be fully operational and will base its European multilingual customer services centre, finance, order management, supply chain and human resources departments in Dundalk. Of the 56 jobs being created over the next three years 25 will be hired by the end of December.

Randy Boyd, founder and CEO of Radio Systems Corporation, comments, "As our business continues to grow internationally, Radio Systems Corporation plans to make Ireland the centre of its European expansion, mirroring our structure in the USA.

"I would like to take this opportunity to thank the Irish Government and IDA Ireland for their assistance in the establishment of this operation and I look forward to the growth of our business in Ireland and internationally."

Radio Systems has appointed David Verdon as European Operations Manager to set up and lead the European head office in Dundalk. David is an experienced operations professional with three previous US multinational start-ups under his belt and leadership roles at Luzern Technologies and Palm Global Operations.

Welcoming the announcement, Barry O'Leary, CEO of IDA Ireland said, "The decision by Radio Systems Corporation to set-up its European head quarters in Dundalk is an exciting addition to the growing consumer cluster in Ireland which has gone from strength to strength in recent years. This is also excellent news for Dundalk and the entire North-East region, stretching across Counties Cavan, Louth and Managhan, which has the opportunity to benefit from this investment and the continued growth of Radio Systems Corporation in Ireland in the future."

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For more information about PetSafe products visit: www.petsafe.net.

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FOR MORE INFORMATION PLEASE CONTACT Angela Critchley, International Marketing Director on 012572 240080, or email acritchley@petsafe.net

About PetSafe

Headquartered in Knoxville, Tennessee, PetSafe® is the industry leader in pet Containment Systems, Training Systems and Bark Control solutions. PetSafe introduced the first do-it-yourself electronic fence to the pet market in 1991 and the first wireless fence in 1998. Today, PetSafe distributes on an international scale and includes three additional product categories: Pet Doors, which incorporates a full range of cat flaps and dog doors; Health & Wellness, including the popular Drinkwell® brand of Pet Fountains; and Play & Challenge, which sees PetSafe bring a vast range of Busy Buddy® Treat Dispensing Toys to the market under the Premier® brand.

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