



NEWS RELEASE

FOR IMMEDIATE RELEASE
Dec. 27, 2011

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PETSAFE AWARDS ETHOS CHARITY FUND PROCEEDS TO ANIMAL WELFARE GROUPS ACROSS THE NATION

KNOXVILLE, Tenn. – PetSafe, a leading innovator in pet behavior and lifestyle product solutions and services, has awarded the 2011 inaugural-year proceeds of the PetSafe Ethos Charity Fund to animal welfare groups across the United States.

The PetSafe Ethos Charity Fund provides support to animal welfare groups for the care and rehabilitation of homeless pets to help make them more adoptable. 100% of all PetSafe Ethos Fund proceeds go to animal welfare causes.

“The PetSafe Ethos Charity Fund is just one of the many ways we provide support to animal welfare,” said Randy Boyd, CEO of Radio Systems Corporation, makers of the PetSafe brand. **“We created the fund because we share the passion and compassion of our fellow pet owners. Ethos means character. It’s what you’re made of. At PetSafe, our character is helping pets and owners live in harmony.”**

Anyone can make a donation of any amount to the PetSafe Ethos Charity Fund on the company’s website at www.petsafe.net. With every donation of \$25 or more, PetSafe will send you a “Happy Dog” T-shirt as a thank you. You can show off your own ethos, wear the shirt and tell the world that you are giving unconditional care to pets. PetSafe Ethos Charity Fund donations and “Happy Dog” T-shirts also make great gifts for the animal lover in your life.

Based on the applications received, PetSafe is awarding the funds to six 501(c)3 organizations. Each will receive \$500, totaling \$3,000 awarded by the PetSafe Ethos Charity Fund in 2011.

“We’re thrilled to support these deserving animal welfare organizations with the help of our supporters and donors, and we’re looking forward to the Ethos Fund’s continued success and impact in the coming years,” Boyd said.

Spread across the U.S. from South Carolina to New York to Nebraska, the recipient organizations are:

Concerned Citizens for Animals

Operating for more than 30 years in South Carolina, CCA is dedicated to helping animals and educating the public about their humane treatment. The PetSafe Ethos Charity Fund award will sponsor the annual "Cosmos for Critters" fundraiser.

Rescued Pet Adoption League

By the middle of 2011 this organization had already delivered more than 390,000 pounds of dog and cat food as well as other needed products to shelters and rescue groups across Texas. This award will help the league continue its work of feeding 3,085 dogs and 1,285 cats each month.

SPEAK Animal Hospital and Animal Sanctuary

S.P.E.A.K. Animal Sanctuary and Hospital in New York cares for injured, sick and/or stray animals along with providing low-cost canine and feline spay/neuter surgeries. This award will be applied to the purchase of necessary equipment to build cat trees/houses for shelters.

Nebraska Humane Society

Serving a metropolitan area with a population of approximately 850,000, NHS programs and services include adoption, animal medical care, animal foster care, obedience training, behavior helpline and humane education programs. This award will support the Special People/Special Dogs program, which addresses behavioral problems caused by neglect in order to save the lives of dogs and aims to help change the lives of the people who love them.

Operation Education Animal Rescue

Operation Education Animal Rescue in Middle Tennessee works toward three goals: providing a safe haven for the abused, neglected, forgotten and/or unwanted animals in the area; finding suitable permanent homes for those animals; and providing education to the public regarding proper animal care and emphasizing the availability and importance of spaying and neutering. This award will help fund veterinarian services including spay/neuter surgeries, vaccines, preventatives, heartworm treatment and necessary surgeries.

MN Midwest Pug Rescue

This volunteer group provides homes for abandoned, surrendered, stray and neglected pugs in Minnesota. Funded solely through adoption fees and donations, the PetSafe Ethos Charity Fund award will help fund vet care for pugs at the rescue.

PetSafe accepts applications for aid through the Ethos Fund Charity on the company's website. Animal shelters, rescues, training centers and animal welfare organizations are encouraged to apply, and the Ethos monetary funds are awarded annually. Product donations are awarded twice a month.

For more information about PetSafe, its innovative pet products and the PetSafe Ethos Fund, visit www.petsafe.net or check out the [PetSafe Facebook page](#).

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About PetSafe®

Headquartered in Knoxville, Tennessee, PetSafe leads the industry in the development of innovative pet behavior, containment, lifestyle product solutions and services. Visit: www.petsafe.net.