



FOR IMMEDIATE RELEASE:
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PetSafe® Introduces the New In-Ground Fence™ at SuperZoo 2012

*-Visit PetSafe at **Booth #3339** Sept. 11-13 at the Mandalay Bay Convention Center in Las Vegas, Nev.-*



(Knoxville, Tenn.) – Marcus Wolf, Containment Program Manager at **PetSafe®** is pleased to introduce the new **In-Ground Fence™** at the 2012 SuperZoo show. The new In-Ground Fence has built-in safety features and includes a **Deluxe UltraLight™ Receiver Collar** to keep pets safe in the yard. Simply bury the perimeter wire, which combines with the small, sleek transmitter and collar to let four-legged family members know they should stay in the yard where they can remain safe and contained.

“We are excited to launch the new In-Ground Fence™ at this year’s show which allows pets to enjoy freedom in the yard while giving owners peace of mind,” said Wolf. “We have taken our original In-Ground Fence™ and listened to the feedback from our buyers and end consumers to create a new and improved product.”

It now comes with a waterproof Deluxe UltraLight™ Receiver collar: four adjustable levels of correction plus tone- only mode for training allows for finding the right level for pets.

The In-Ground Fence™ covers up to 10 acres, with additional wire and flags (sold separately) allowing owners to keep pets close to home or provide them with plenty of extra room for playing.

See complete features below:

- For dogs 8 pounds and up, or neck sizes 6-28"
- Covers up to 1/3 acre with included wire
- Expandable up to 10 acres with additional boundary wire (not included)
- 4 adjustable levels of static correction
- Tone-only mode alerts your pet with a beep
- Time Out- correction stops after 30 seconds
- Anti-Linger Prevention

- Progressive Run Through Prevention
- Waterproof Deluxe UltraLight™ Receiver Collar
- Low battery indicator
- Collar uses PetSafe® RFA-67 battery (included)
- Works with multiple dogs and cats (additional receiver collars required)

For additional information visit www.PetSafe.net or for hi-res images or interview opportunities, please contact Jamie Brant at Jamie@theimpetusagency.com or 775-322-4022.

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Headquartered in Knoxville, Tennessee, Radio Systems Corporation (RSC) is the maker of the PetSafe®, Invisible Fence®, Innotek®, SportDOG®, Staywell® and most recently the Premier Unleashed Technology® and Drinkwell® brands. The brand portfolio makes RSC an industry leader in the management of pet behavior, training solutions, containment systems, safety and lifestyle product solutions. www.PetSafe.net