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FOR IMMEDIATE RELEASE

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PetSafe® Launches New Busy Buddy® Dog Toys at SuperZoo 2012

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

KNOXVILLE, TN –Turning mealtime into playtime, PetSafe™ is pleased to introduce new **Busy Buddy®** toys during the 2012 SuperZoo show. Designed to keep pets engaged and active while helping redirect potentially destructive behavior into positive playtime, Busy Buddy toys will debut at **Booth #3339** at the **Mandalay Bay Convention Center**.

Here is a look at the new Busy Buddy® toys and treats debuting at SuperZoo:



Busy Buddy® Nobby Nubbly™: Owners can simply unscrew the Nobby Nubbly, remove the purple center piece and slide rawhide rings on both ends. For more variety and extra treating, the center grooves can be filled with smearable treats such as cheese or peanut butter.



Barnacle: The multi-chambered toy features three patented Treat Meters® to randomly dispense treats to reward dogs during play. In addition, it features an unpredictable bounce to keep dogs actively moving, and its bone-shaped grooves can be smeared with other treats including peanut butter or cheese.



Busy Buddy® Magic Mushroom™: Fill with Fido's favorite treats and watch as the toy is tipped, flipped and rolled to dispense kibble. By actively engaging dogs, the Magic Mushroom can additionally be used as a tool to assist with weight management.



Busy Buddy® Flavored Rawhide Rings: Designed for use with select Busy Buddy toys, replaceable and natural rings are available in sweet potato and peanut butter flavors.



Busy Buddy® Biscuit Basket™: Busy Sticks treats fit inside the Biscuit Basket™ and crumble into smaller pieces that dispense from the Treat Meters® and holes in the toy as dogs chew. This reward system encourages dogs to play longer.



Busy Buddy® Rip 'N Tug™: We've added two new oceanic shapes to the Rip 'n Tug line; the Hammerhead Shark and Octopus. Pouches can be filled with treats and fastened so pets can rip open the toy again and again, satisfying his natural instinct.

For more information on the Busy Buddy® line, visit <http://www.petsafe.net/products/toys>. For additional information, images or interviews, contact Jamie Brant at 775-322-4022 or jamie@theimpetusagency.com.

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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.