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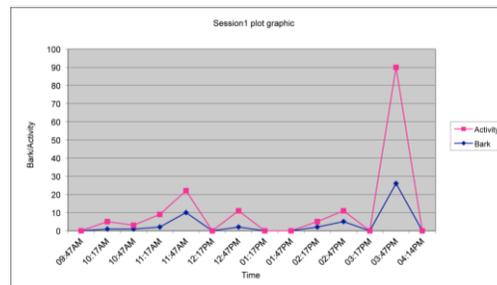
Premier[®] Launches New Bark and Activity Counter

Records your dog's behavior while you're away!



MIDLOTHIAN, Va – Premier Pet Products is pleased to introduce the Bark and Activity Counter, an essential problem-solving tool for veterinarians, trainers and dog owners to help distinguish between separation anxiety and general owner-absent behavior.

Developed in collaboration with noted veterinarian and behavior consultant Dr. Ian Dunbar, the Bark and Activity Counter helps determine trigger points for a dog's barking and activity while it's owner is away. The device, worn on the dog's collar, records the frequency and duration of barking and movement, and then provides data in basic charts for easy analysis and tracking. The Bark and Activity counter utilizes pedometer-like technology to track activity, and is completely safe for the dog – he won't even know he's wearing it!



The Bark and Activity Counter is compatible with PC and Macintosh operating systems, and retails for \$69.99. Includes detailed instructions on software setup, how to use the collar and how to read and interpret the results. Not recommended for dogs under 10 lbs.

For more information please visit www.premier.com, or contact Premier Customer Service at 888-640-8840.

About Premier Pet Products

Headquartered in Midlothian, VA, Premier Pet Products was founded by pet people for pet people. Bringing joy to millions of people and their pets, Premier manufactures and distributes innovative pet products to thousands of trainers, veterinarians and retail stores around the world. Premier products are widely recommended by leading trainers and veterinarians.

About Radio Systems®

Headquartered in Knoxville, Tennessee, Radio Systems Corporation (RSC) is the maker of the PetSafe®, Invisible Fence®, SportDOG®, and Premier brands. This brand portfolio makes RSC an industry leader in the management of pet behavior, pet training solutions, containment systems, safety and lifestyle product solutions. You'll also find the pet-loving hearts at Radio Systems and its brands giving back to the community by sponsoring dog parks, rescue missions, adoption facilities, and dozens of other philanthropic ventures. Please visit www.PetSafe.net for more information.