



Radio Systems Corporation Promotes Willie Wallace to Chief Operating Officer

KNOXVILLE, Tenn. (February 09, 2011) – Radio Systems Corporation, an innovator in the management of pet behavior, announces the promotion of William “Willie” Wallace to Chief Operating Officer. In this position Mr. Wallace will continue to manage company growth as well as the logistics, quality, and innovations teams, while serving as an ex-officio member of the board.

“Willie is the epitome of the servant leader,” said Randy Boyd, President and CEO of Radio Systems. “He also leads by setting a great example. In many ways he has been serving as a COO for years, and this promotion just recognizes that fact. I’m confident he will help lead RSC to our \$1 billion goal and beyond.”

Mr. Wallace began working with Radio Systems in 1995 as a contract sales agent and was promoted to Vice President of Sales in 1999. A leader and manager of the sales and marketing teams as well as new product development, Mr. Wallace has held many other positions within the company including Vice President of Supply Management.

Mr. Wallace has helped author and implement significant restructuring of the company to build for scalability to allow RSC to reach its aggressive growth targets. Under his direction the company has launched hundreds of new products, initiated new profitable brands, and significantly increased distribution of product globally.

Willie Wallace received his B.A. from Hastings College and his M.B.A. from the University of Colorado. He currently lives in Maryville, Tennessee with his wife Brenda, sons Teague and Taylor, and Labrador Retrievers Jagger and Karlie.

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About Radio Systems

Headquartered in Knoxville, Tennessee, Radio Systems Corporation (RSC) is the maker of the PetSafe[®], Invisible Fence[®], SportDOG[®] brands. RSC is an industry leader in the management of pet behavior and lifestyle products and services solutions.

For more information:

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