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PetSafe Distributes Free Micro I.D. Rescue Collars Nationwide

With cold weather conditions and busy holiday plans, can you afford to lose your pet?

Knoxville, TN – November 24, 2008 – In an effort to help rescue and return the millions of lost or injured pets in the United States, PetSafe has announced plans to distribute free Micro I.D. Rescue Collars during the months of December, January and February to pet owners and pet rescue organizations across the country. Over the last 2 years, the PetSafe Micro I.D. Rescue Collar has transformed how pets are rescued and returned to their owners. As the ultimate pet protection system with convenient features even today's best micro-chipping systems can't offer, the Micro I.D. Rescue Collar includes a 24/7 personalized pet wallet, a 1-800 pet rescue service number and personalized lost dog/cat flyers. Pet owners have depended on the Micro I.D. Rescue Collar as their "call in case of emergency" contact.

In fact, according to the American Animal Hospital Association (AAHA), a majority of lost pets are not recovered by veterinarians, animal shelters or humane societies, but by local neighbors. The problem is that most pets have no visible identification. AAHA statistics reveal that while an overwhelming majority of rescued pets with ID are returned, sadly 90% of all pets without ID never make it home. Knowing these statistics combined with upcoming cold weather conditions and holiday travel plans, PetSafe has made a commitment to every pet parent and pet rescue organization across the United States to give a Micro I.D. Rescue Collar to protect their pet's safety and quality of life.

The Micro I.D. Rescue Collar is so quick and easy to use that it allows you to access your pet's records at any time – day or night. From work or home, even if you move. The collar is worn as an everyday dog or cat collar, but a "USB Flash Drive" is hidden inside the collar to store all of your pet's personalized data. If a pet wearing the PetSafe Micro I.D. Rescue Collar is ever lost, the flash drive on the collar can be plugged right into any computer with a USB port to identify the pet. No need for an inconvenient vet visit to scan information. You don't have to worry about computer viruses and there are no batteries to buy. The rescue collar contains a pet profiler that includes: home, work and cell phone numbers, vet records with any medical concerns, pet personality and even pet photos! The collar also sports a toll-free number connecting callers to the optional PetSafe Rescue Service in case an Animal Control Officer or helpful stranger finds your pet and doesn't have access to a computer.

Going on vacation? You can update your contact information before you leave or on the road, including your hotel address and phone number. You can conveniently print your pet's records for a doggie daycare visit or trip to the vet. The web site and flash drive also features a "lost dog or cat" flyer option where you can create a flyer for your lost pet and print copies immediately from your desktop.

To purchase a free Micro I.D. Rescue Collar, please visit: www.petsafe.net.

About PetSafe

Headquartered in Knoxville, Tennessee, PetSafe is the industry leader in pet training, containment, safety and lifestyle product solutions. PetSafe introduced the first do-it-yourself electronic fence to the pet market in 1991 and the first wireless fence in 1998. PetSafe's product line up includes: kennels and electronic underground fences; bark control systems; a selection of remote training products; pet doors; pet identification collars; heated wellness products; pet feeders and a growing line of lifestyle products. For more information about PetSafe visit: www.petsafe.net

