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For Immediate Release

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PetSafe® brand Announces Launch of New Drinkwell® 2 Gallon Pet Fountain and ScoopFree® Ultra Top-Entry Self-Cleaning Litter Box at SuperZoo 2018

PetSafe® brand will also showcase new dog toys, remote trainers, bark control products and retailer point-of-purchase displays during trade show

KNOXVILLE, Tenn. (June 21, 2018) – PetSafe® brand will showcase several of its latest pet products and accessories in booth #4414 at SuperZoo 2018, including a new Drinkwell® 2 Gallon Pet Fountain and ScoopFree® Ultra Top-Entry Self-Cleaning Litter Box.

SuperZoo is an annual pet industry trade show that will take place from June 26-28, 2018 at the Mandalay Bay Convention Center in Las Vegas. This year, the PetSafe® Smart Feed Automatic Pet Feeder for iPhone and Android and the SMART DOG® Trainer, will also be on display in the Pet Tech Center on Tuesday, June 26.

“We’re looking forward to showcasing our newest and most innovative pet products at one of the largest industry trade shows of 2018,” said Celeste Vlok, marketing manager for the PetSafe® brand. “PetSafe products are designed to help pet owners better provide for the needs of their pets – and all of the products we’ll be showcasing make that possible.”

Fountains (NEW)

The **PetSafe® Drinkwell® 2 Gallon Pet Fountain** is the brand’s newest fountain. The fountain provides a convenient supply of fresh, filtered water and the free-falling stream entices pets to drink more. The adjustable water flow allows pet parents to customize the stream or turn it off completely for a quieter operation. Available to ship August 2018.

Waste Management (NEW)

The **[PetSafe® ScoopFree® Ultra Top-Entry Self-Cleaning Litter Box](#)** features a top-entry hood with a large, grated surface that helps reduce litter tracking. The litter box self-cleans for weeks with no scooping or refilling. It uses crystal litter and disposable litter trays for unbeatable odor control and convenience, and also features a digital health counter and adjustable rake timer for extra peace of mind for pet owners. Available to ship August 2018.

Harnesses (NEW)

Designed to use with the [PetSafe® 3 in 1 harness](#), the [Two Point Control Leash](#) provides more control with less pulling. The unique design includes two leash snaps that attach to the front and the back of the harness, which provides added safety and control while walking the dog.

Dog Toys (NEW)

PetSafe® brand has many new dog toys and accessories that will be on display at SuperZoo 2018. These include:

- The [PetSafe® Chilly Penguin](#), available in small and medium, makes play time even more exciting. The large cavity acts as an ice cube tray and holds a variety of treat options, such as flavored water and smearable treats. Pet parents can stack the Chilly Penguins on top of one another to save on freezer space, and the toy can be easily cleaned by putting it on the top rack of the dishwasher.
- Available in three sizes, the **PetSafe® Forever Bone** is made from nylon and durable vanilla-scented rubber. The Forever Bone is designed to hold two rawhide treat rings. Four natural rawhide rings are included with purchase. Pet owners can add treat rings to SnapFit cups for engaging play. Available to ship in August 2018.
- The [PetSafe® Squeak 'n' Treat Ninja Star](#) combines the fun of a squeaker toy with the challenge of tasty treats that randomly dispense as the pet plays. The toy is made from a durable rubber scented with natural vanilla and holds a variety of treat options, including kibble and smearable treats. Dogs get the fun of the squeak, without the mess of plush toy destruction.
- The [PetSafe® Grip 'n' Tug](#) makes every tug-of-war game exciting. Its unique handle is designed to protect the pet owner's hand, while providing a secure hold during any game. The braided toy is durable for every pet's pull.
- Pet owners can keep their pet's new Grip 'n' Tug toy in perfect playing condition with the [PetSafe® Grip 'n' Tug Replacement Tug](#). This braided fleece rope tug is both strong and flexible and can easily be used as a stand-alone toy.
- The new [PetSafe® Squeak Replacement Tug](#) makes the Grip 'n' Tug a more exciting play time experience between pet and owner. The squeaker attaches to the grip handle, protecting the pet owner's hand.
- The [PetSafe® Treat Ring Variety Pack, Breakfast, Lunch & Dinner](#) is an irresistible treat filler for ring holding toys. These toys and treats make for a long lasting and more exciting playtime. The variety pack includes five natural rawhide rings and comes in five flavors: peanut butter, jelly, turkey, cranberry, and pumpkin.

Bark Control

Designed for sensitive, timid or small dogs, the **PetSafe® Lite Rechargeable Bark Collar** delivers a gentler static stimulation to discourage barking and whining. The device is waterproof and rechargeable.

The [PetSafe® Rechargeable Bark Collar](#) discourages nuisance barking, whining and whimpering. It gives a safe static correction by using unique bark-sensing technology. As the dog is trained to bark less, the collar's corrective levels are reduced.

Remote Training

The PetSafe® Lite Remote Trainers include the same features as the standard remote trainers, but deliver a gentler static stimulation, even at higher levels. PetSafe® Lite Trainers are best suited for sensitive, timid or smaller dogs and are available in the following ranges:

- [100 Yard Lite Remote Trainer](#)
- [300 Yard Lite Remote Trainer](#)
- [600 Yard Lite Remote Trainer](#)

The waterproof and rechargeable PetSafe® Remote Trainers are easy to use and can quickly improve communication between the pet and pet owner. Each trainer includes tone, vibration and 15 levels of static stimulation. The remote trainers are available in the following ranges:

- [100 Yard Remote Trainer](#)
- [300 Yard Remote Trainer](#)
- [600 Yard Remote Trainer](#)
- [900 Yard Remote Trainer](#)

Feeders

The [PetSafe® Six Meal Feeder](#) is designed for the busy pet parent. Whether at work or away for the weekend, the Six Meal Feeder provides more mealtime flexibility. With the ability to schedule one to six meals, each up to one cup of dry or semi-moist food, the feeder helps keep a pet's healthy feeding routine on schedule.

Cat Toys

The new [PetSafe® Laser Chase](#) is an automated laser toy that provides endless fun for every cat. The laser toy moves around randomly, and is able to navigate out of corners and from underneath furniture. It also includes an automatic shut-off after 10 minutes of playtime.

The [PetSafe® ZOOM](#) has two lasers for double the fun for any cat! ZOOM rotates 360 degrees and creates random patterns for your cat to chase, tapping into your pet's natural instinct to hunt. The laser automatically shuts-off after 15 minutes of playtime.

Point-of-Purchase (POP) Displays

To promote the upcoming PetSafe® Healthy Pet in-store and digital campaign, which includes Pet Hydration Month in July, Feeder & Fountain Floor displays are available to interested retailers. The display fits the automatic feeders and most fountains for flexible assortment options. The display includes two header sign options and two adjustable shelves. The assembled dimensions are 16.5 x 15.5 x 54 in. — small enough to fit comfortably in the pet food aisle.

PetSafe® Lawn Protector™ displays come pre-packed with 10 Lawn Protector two-packs. The compact display is convenient and easy to assemble. The assembled dimensions are 8 x 7.25 x 7.5 in.

SuperZoo Pet Tech Center

Two PetSafe® products, the Smart Feed Automatic Pet Feeder for iPhone and Android and the SMART DOG® Trainer, will be on display in the Pet Tech Center on Tuesday, June 26. This new product showcase is dedicated to innovative, “smart” solutions for today’s pet parent. Members of the press are invited to attend a private viewing of the new Pet Tech Center at 8:00 a.m. on June 26.

For more information about PetSafe® brand and its new products, please visit booth #4414 at SuperZoo or online at www.petsafe.com. To schedule a product demonstration or meeting with a PetSafe® representative during the show, please email Jillian Spitz at jspitz@fwv-us.com.

About PetSafe®

PetSafe® brand is an industry leader in the development of innovative pet behavioral, containment and lifestyle product solutions. PetSafe® brand is owned by Radio Systems Corporation® and headquartered in Knoxville, TN. For more information, please visit www.petsafe.com or connect with us on [Facebook](#), [Twitter](#) or [Instagram](#).

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