



Media Contact:
Meredith Schneider
(919) 229-8001

meredith.schneider@fetchingcommunications.com

protect. teach. love:

New Wireless Fence Provides Pet Parents with an Affordable, Convenient Solution for Safely Containing Pets Outdoors

PetSafe® Free to Roam Wireless Fence™ system offers an economical alternative to traditional outdoor fencing

KNOXVILLE, Tenn. (May 9, 2016) – [PetSafe®](#) brand is offering pet parents an affordable, effective way to allow their pets to play safely in their yard with its new [Free to Roam Wireless Fence™](#) system.

Traditional above-ground fences cost thousands of dollars and may not be an option for people living in rental properties or towns with building restrictions. The PetSafe Free to Roam Wireless Fence provides a convenient solution for a fraction of the cost of a traditional fence.

The PetSafe Free to Roam Wireless Fence covers a circular area of up to half an acre or 180 feet in diameter. The boundaries can be adjusted from five to 90 feet in all directions of the indoor transmitter. Since the system is completely wireless, there are no unsightly cables to bury or trenches to dig – simply plug the transmitter into a standard outlet to activate the fence.

“Our new Free to Roam Wireless Fence system is made with pets and their owners in mind,” said Marcus Wolf, category manager for PetSafe Containment and Avoidance products. “A wireless fence gives pet parents peace of mind to let their dogs enjoy a yard or designated area knowing they’ll be safely contained. It makes it easy and fun for pets and their parents to enjoy fresh air and exercise. The Free to Roam Wireless Fence frees up space for furry friends to roam.”

Designed for pets five pounds or larger, the PetSafe Free to Roam Wireless Fence uses a waterproof receiver collar with five adjustable levels of correction, as well as a tone-only mode for training, allowing pet parents to find the appropriate level for their pet. When the pet approaches the boundaries of the fence, he’ll hear a warning tone and if he continues, he’ll receive a safe – but surprising – static correction from the collar. Additional receiver collars are also available for homes with multiple pets, so all pets can safely play in the yard together.

The PetSafe Free to Roam Wireless Fence is also a great solution for families who like to travel with their pets. The portable unit can be used anywhere a standard outlet is available, such as RVs, cabins, rental homes or even a friend or family member’s home.

Now available for purchase on [PetSafe.net](#), the PetSafe Free to Roam Wireless Fence comes with step-by-step, DIY installation and training instructions and can be easily set up in 1-2 hours. With a few short training sessions, pets can learn to stay within the established boundary in as little as two weeks.

About the PetSafe® brand

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, Tenn. For more information, please visit www.petsafe.net or connect with us on [Facebook](#) and [Twitter](#).

###