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For Immediate Release

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## PetSafe® Brand to Showcase 18 New Products at 2017 Global Pet Expo

*Innovations in toys, feeders, fountains, containment systems, remote trainers and harnesses.*

**KNOXVILLE, Tenn. (March 17, 2017)** – PetSafe® Brand, an industry leader in the development of innovative pet behavioral, containment and lifestyle solutions, is ready to introduce its latest pet toys, harnesses, feeders and other products at booth #2753 at Global Pet Expo 2017, March 22-24, in the Orange County Convention Center in Orlando, Fla.

### NEW Feeders

The PetSafe® **Smart Feed** is an innovative feeder that is programmable by smartphone to control a pet's meals anytime, anywhere. It dispenses up to 12 meals a day with flexible meal portions to accommodate any pet's routine and diet. Smartphone alerts provide peace of mind, letting owners know when their pet has been fed. Available to ship spring 2017.

The PetSafe® **Digital Two-Meal Feeder** keeps food fresh while preventing curious pets from breaking in. Its easy-to-read LCD display allows pet parents to accurately schedule two meals with the digital timer. Each removable, dishwasher-safe tray holds up to 1.5 cups of dry food.

### NEW Fountains

The whisper-quiet, PetSafe® **Drinkwell® Serene Pet Fountain** is the ideal water fountain for any pet owner. The Drinkwell Serene pet fountain continuously circulates 70 oz. of filtered water in a stylish, gray ceramic and dishwasher-safe bowl. Available to ship May 2017.

### NEW Containment Products

The PetSafe® **Free to Roam Wireless Fence™** keeps pets contained within a circular area of up to half an acre or 180 ft. in diameter. There are no cables to bury or trenches to dig – simply plug the transmitter into a standard outlet to activate the fence. It comes with step-by-step installation and training instructions and can be easily set up in 1-2 hours. For homes with multiple pets, PetSafe Brand also offers additional **Free to Roam Wireless Fence™ Receiver Collars**.

### NEW Remote Trainers

The PetSafe® **SMART DOG Trainer®** allows pet parents to train their dog using a smartphone. Utilizing Bluetooth wireless technology, the PetSafe SMART DOG Trainer app connects an iPhone® or Android™ smartphone to the training collar, providing an easy, convenient way for pet parents to communicate with their pet.

## **NEW Harnesses**

The PetSafe® [Easy Walk® Harness Chic](#) features a comfortable fit and bright new patterns. This easily adjustable harness allows pets to look stylish while out with their owners. Its design stops leash pulling quickly and safely. The Easy Walk Harness comes with a matching 4 ft. leash and is available in three colors and four sizes.

The comfortable PetSafe® [Gentle Leader® Headcollar Chic](#) is fun, stylish and fully adjustable. The padded nose loop allows for extra comfort, and the adjustable neckline provides an optimal fit. The Gentle Leader Headcollar includes an instruction guide, training DVD and a matching 4 ft. leash. It is available in three patterns and three sizes.

The no-pull PetSafe® [3in1 Harness](#) is 3 harnesses in 1! The design includes a front leash attachment for no-pull walks, a back leash attachment for more comfortable runs and a car safety restraint for safer trips. The 3in1 Harness comes in three colors and four sizes.

## **NEW Dog Toys**

The PetSafe® [Sportsmen Squeak 'n Treat Toys](#) come in a bright orange color for outdoor visibility and multiple shapes. The toys can hold various dry and semi-moist treats, kibble and peanut butter. The challenging shapes and unique combinations, like treating and squeaking, keep dogs busily entertained.

The PetSafe® [Sportsmen Ring Holding Toys](#) come in a bright orange color and five different shapes—all durable and designed to hold refillable treat rings for longer lasting playtime. The Ultra Stratos toy uses ultra-thick rawhide rings for aggressive chewers, and the remaining four toys use the traditional sized rings. Each toy includes four treat rings.

The PetSafe® [Sportsmen Squeeze Meeze™](#) latex toys keep dogs occupied for continuous fun with three styles: a duck, turkey and raccoon.

The PetSafe® [Sportsmen Tug-A-Jug™](#) and [Sportsmen Kibble Nibble™](#) meal-dispensing toys are blaze orange and come in two sizes, both designed to hold enough kibble to feed a dog an entire meal. Knowing that eating quickly can be dangerous for dogs, these meal-dispensing toys slow meals down and challenge dogs by combining a meal with a rewarding puzzle.

The PetSafe® Busy Buddy® line now includes [Calming Toys](#) with a soothing chamomile scent to help reduce anxiety in pets. The treat-dispensing chew toys also include training and behavior advice from professional dog trainers. Two sizes are available.

The PetSafe® [Busy Buddy® Ring Holding Animals](#) are designed to hold ring-shaped treats. The rubber toys are made of durable nylon and are scented with natural vanilla. The toy and treat combination provides a playful and rewarding challenge for dogs, which helps keep them engaged for long periods of time. The Ring Holding Animals are available in two sizes and come in hedgehog, unicorn, dinosaur or turtle shapes.

PetSafe® [Busy Buddy® Value Pack Treat Rings](#) are irresistible treat refills for the ring holding animal toys. The variety pack includes 12 natural rawhide rings and 12 peanut butter flavored rings. The combination of toys and treats makes for a longer lasting and more enjoyable playtime. Three sizes are available.

The PetSafe® **Tennis Ball 3-Pack** provides three tennis balls filled with air instead of nitrogen as standard tennis balls are. They are safer for pets and perfect for use with the PetSafe® Automatic Ball Launcher, or just for playing a game of fetch. Available to ship in May 2017.

For more information about PetSafe Brand and its line of innovative products, please visit booth #2753 at Global Pet Expo or online at [www.petsafe.net](http://www.petsafe.net).

**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](http://www.petsafe.net) or connect with us on [Facebook](#) and [Twitter](#).

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