



For Immediate Release

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PetSafe® Brand Introduces New Vibration Remote Trainer and Busy Buddy® Pogo Plush® Toys at SuperZoo 2014

KNOXVILLE, Tenn. (July 14, 2014) – [PetSafe® brand](#), a leading innovator in pet behavior and lifestyle solutions, will showcase two new products at the company's booth #1075 at SuperZoo 2014, July 22-24, at the Mandalay Bay Convention Center in Las Vegas.

Available in January 2015, the Vibration Remote Trainer assists owners in controlling their pet without a lead in a range of up to 100 yards. At the push of a button, the handheld remote sends a signal activating the dog's receiver collar, which applies a safe but annoying vibration stimulation. The Vibration Remote Trainer offers 16 levels of vibration plus tone only, as well as a +2 boost button for distractions.

In addition to the Vibration Remote Trainer, PetSafe is excited to introduce two new additions to its [Busy Buddy® Pogo Plush®](#) toy line. The Busy Buddy Pogo Plush toy is a one-of-a-kind, patented plush toy that has no stuffing and features an inner bouncy frame that houses a free-floating squeaker, allowing it to move throughout the toy. The two latest Pogo Plush toys, the Bee and the Panda, will be available in September 2014.

PetSafe will also be showcasing five of its latest products in fountains, training, toys and waste management at SuperZoo this year.

Fountains

The [Drinkwell® Mini Fountain](#) provides 40 ounces of fresh, filtered water and is perfectly sized for your small to medium sized pet. A patented, free-falling stream of water adds oxygen, which freshens and naturally cools the water. An activated carbon filter made of coconut shells removes bad tastes and odors, keeping the water tasting fresh.

Training Products

The [EasySport Harness](#) is a fully adjustable, padded harness that your dog can wear every day. The elasticized neckline allows for a cozy fit, and the two quick snap buckles make the harness easy to get on and off. The top handle provides an extra degree of safety when you need to control your dog quickly. Ideal for every day wear, the EasySport Harness lets your dog enjoy life's adventures in comfort and style.

Toys

PetSafe's [Busy Buddy Squeak 'n Treat](#) toys combine the treat-dispensing function of our Treat Meter® with a fun, new twist. Dogs are enticed to play by two different sensory stimulators: sound and smell.

Unlike plush squeak toys, dogs will find it nearly impossible to “kill” this squeaker. Squeak ‘n Treat toys come in two styles: the Booya and the Ooga, both featuring a durable rubber construction and unique visual appeal.

[Busy Buddy Treat Rings](#) are designed exclusively for Busy Buddy toys to encourage longer playtime and drive repeat business to stores. These irresistible new chicken flavored treats are made in the U.S.A. and provide added dental or joint support benefits. Dental Support rings help to clean teeth and freshen breath while dogs chew, and Joint Support rings include glucosamine and chondroitin to help support joint care.

Waste Management Products

[Lawn Protector](#)™ is the best way to prevent unpleasant grass damage caused by pet urine. Placing one long-lasting pouch in your pet’s water dish neutralizes the harmful nitrogen in their waste that can wreak havoc on grass lawns. PetSafe’s Lawn Protector is made in the U.S.A. out of natural zeolite ingredients that are safe for pets.

For more information about PetSafe and its line of innovative products, please visit PetSafe at SuperZoo booth #1075 or online at www.petsafe.net.

About PetSafe® brand

Headquartered in Knoxville, Tenn., PetSafe® brand is an industry brand leader in the development of innovative pet behavioral, containment and lifestyle product solutions and services. For more information, please visit www.petsafe.net or connect with us on [Facebook](#) and [Twitter](#).

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