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FOR IMMEDIATE RELEASE

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PetSafe® Announces Plans to Develop Products in Support of Lowe's Iris™

KNOXVILLE, TN –PetSafe®, the industry's leading manufacturer of pet behavior, containment and lifestyle product solutions, has announced that a new line of smart home pet products will be developed to support Lowe's exciting new initiative of an affordable, cloud-based home management system: Iris™.

Iris gives customers the ability to control and interact with their home from anywhere using their smart phone or computer. Iris will be available in Lowe's stores and on Lowe.com in mid-2012.

"We are looking forward to working with Lowe's, supporting this exciting new technology, and providing pet owners with even more solutions right at their fingertips" said Jason Hart, PetSafe Director of Marketing.

Lowe's portfolio of connected products will also enable customers to remotely monitor and control their homes from any mobile device. The new services will allow customers to control thermostats, locks, lighting, and appliances. Customers can also monitor and protect their homes with video cameras and door, motion, and fire sensors. Iris will be a system that will offer simple, scalable solutions at price points attractive to the mass market.

About PetSafe®

Headquartered in Knoxville, Tennessee, PetSafe leads the industry in the development of innovative pet behavior, containment, lifestyle product solutions and services. Visit: www.petsafe.net

About Lowe's

With fiscal year 2010 sales of \$48.8 billion, Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately 15 million customers a week at more than 1,725 home improvement stores in the United States, Canada and Mexico. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world. For more information, visit Lowe.com. To plan and manage all things home, visit Lowe.com/MyLowe.

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