



## **Radio Systems acquires Premier® Pet Products**

*Two leaders in training products join forces to leverage unique area of expertise*

**KNOXVILLE, Tenn. (March 1, 2010)** - The bond that joins people with their pets enhances our collective quality of life.

This shared passion was the impetus for two of the pet product industry leaders to pool their collective expertise. Radio Systems Corporation, makers of the PetSafe®, SportDOG® and Invisible Fence® brands, has acquired Premier® Pet Products. By uniting experience and efforts, the combined company will be in a strong position to build dynamic value for pet owners through the creation of new product categories.

“Premier has built an incredibly strong business including the development of collaborative relationships with pet behaviorists, training professionals, and the veterinarian community. We are excited about what we can collectively create and contribute to the industry that will continue to strengthen the way we relate to and love our pets,” said Randy Boyd, founder and CEO of Radio Systems.

Premier Pet Products has a significant presence in the market as the maker of the Gentle Leader® Headcollar as well as the Easy Walk® Harness, SpraySense® Anti-Bark Collar and Busy Buddy® treat dispensing toys. They also offer a wide range of fashion collars and apparel among many other innovative items.

“Radio Systems has undeniable strength in electronics and new product development. This alliance will allow significant advances in bringing high-tech, positive-reward based products to pet owners, further solidifying the human-animal bond,” Premier President and founder Sharon Madere stated.

Mike Taylor, Vice President of the PetSafe brand for Radio Systems added, “The companies bring to the marriage dramatically different, yet complementary skill sets. The biggest ideas always come at the intersection of two divergent schools of thought.”

Premier Pet Products will continue to operate in Virginia as an independent, wholly owned division of Radio Systems and service its customers just as before.

For more information on the companies, visit [www.premier.com](http://www.premier.com) and [www.petsafe.net](http://www.petsafe.net)

### **About Radio Systems**

Headquartered in Knoxville, Tennessee, Radio Systems Corporation (RSC) is the maker of the PetSafe®, Invisible Fence®, Innotek®, SportDOG®, Staywell®, and most recently the Unleashed

Technology® brands. The brand portfolio makes RSC an industry leader in the management of pet behavior, pet training solutions, containment systems, safety and lifestyle product solutions.

### **About Premier Pet Products**

Headquartered in Richmond, VA, Premier Pet Products was founded by pet people for pet people. Bringing joy to millions of people and their pets, Premier manufactures and distributes innovative pet products to thousands of trainers, veterinarians and retail stores around the world. Its products are widely recommended by leading trainers and veterinarians.

#### **For more information:**

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