



## Show your pet love...positively

**KNOXVILLE, Tenn. (February 22, 2010)** – Training your dog is one of the best ways to enjoy your relationship with your pet more. Luckily, there's a pet safety company that's just as passionate about giving your dog the best training available. Radio Systems Corporation, makers of the PetSafe brand, is focused on giving its customers a wide variety of training methods to choose from, whether the instruction is based on correcting your pet or positive reinforcement.

That's why Radio Systems Corporation has acquired Unleashed Technology brand, which has a unique remote trainer product line completely dedicated to positive reinforcement. The design approach behind the system is to utilize electronic stimuli to stand in for the physical force of traditional leash pressure and establish a positive bond that will carry forward into off-leash control.

Unleashed Technology's Wireless Leash Guidance Training System is applied by using varying levels of significantly different stimuli, including vibration, to simulate the different pulling pressures one exerts on a dog during normal walking or training exercises. In turn, the line allows owners/handlers the capability to signal a dog at a distance whenever the dog is doing the correct behavior.

"The Unleashed Technology brand is an exciting addition to Radio Systems Corporation. This product line is focused on creating a positive system that instantly signals your dog when a correct behavior is displayed or when the owner wants the dog to begin a response," said Randy Boyd, founder and CEO of Radio Systems. "Rather than waiting for the dog to do something wrong, this line allows handlers to be the 'coach' by reacting to positive behavior. The outcome is really more fun for everyone involved."

Unleashed Technology's line includes three variations of a remote control training system. Unleashed Technology's first type of trainer is a vibration-only model, while the second exerts vibration plus a very low stimulation and the third applies vibration plus a stronger stimulation. All three products are positioned to capture the consumer who is static-averse and only interested in very low levels of stimulation for their pet.

"PetSafe's Strategic Business Unit and Innovations departments identified this type of product as a gap in our current product offerings," said Boyd. "This is a great way

for us that reach out to a completely new audience in giving them a static-free method of training their dog.”

For more information on Unleashed Technology, visit [www.unleashedtechnology.com](http://www.unleashedtechnology.com).

### **About PetSafe®**

Headquartered in Knoxville, Tennessee, PetSafe® is the industry leader in the management of pet behavior, offering pet training, containment, safety and lifestyle product solutions. PetSafe® introduced the first do-it-yourself electronic fence to the pet market in 1991 and the first wireless fence in 1998. PetSafe’s product line up includes: kennels and electronic underground fences; bark control systems; a selection of remote training products; pet doors; pet identification collars; heated wellness products; pet feeders and a growing line of lifestyle products. For more information about PetSafe®, visit: [www.petsafe.net](http://www.petsafe.net).

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