



Radio Systems acquires Veterinary Ventures Inc.

Drinkwell® Pet Fountain to fall under PetSafe® brand umbrella

KNOXVILLE, Tenn. (June #, 2010) – Every pet needs clean, fresh and healthy water. But sometimes, pets can be particular about the way they hydrate.

Pet industry leader Radio Systems Corporation has acquired Veterinary Ventures Inc. to make sure all those different requests can be met.

In 1994, veterinarian Dr. Mary Burns experienced frustration with the behavior of one of her cats named “Buckwheat.” “Buckwheat” would only drink water from a dripping faucet and would lie around on the kitchen counter all day waiting for her human to turn the faucet on.

So Dr. Burns invented The Drinkwell® Pet Fountain in 1994 to address this issue. “Buckwheat” could then drink fresh, healthy water from her own fountain. Eventually the company became Veterinary Ventures Inc.



“We have tremendous respect for the products that Vet Ventures Inc. has introduced to the market over the past several years, and the Drinkwell® Pet Fountain brings another category leadership to Radio Systems,” said Randy Boyd, founder and CEO of Radio Systems Corporation. “Our mission is to be the most trusted brand in the pet ownership experience, and to continually offer our consumers a broader offering with more product choices.”

“I see this as a great acquisition for Radio Systems and our customers. We recently introduced a collection of Healthy Pet Station feeders and water systems, so this is a great complement to that line. The Drinkwell® Pet Fountain is already a great product, and I’m confident that we can take it to a new level to provide pet owners with even more choice in water systems for their beloved pets,” said Tom Feiten, director of sales at Radio Systems. “Drinkwell products are very well-known, so we’re excited to be associated with the brand.”

“We at Veterinary Ventures are very excited to be a part of the Radio System’s family. Their experience and resources will mean significant new innovations in the Drinkwell Pet Fountain line of products”, said Sean Rowe, President of Veterinary Ventures.

Radio Systems Corporation will keep the Drinkwell® product name due to its strong market recognition, but in the next few months, the brand name the fountains are sold under will transition to the PetSafe® brand.

For more information on the companies, visit www.petfountains.com or 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 Premier and 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 Vet Ventures Inc.

The Drinkwell® Pet Fountain was invented in 1994 by veterinarian Dr. Mary Burns after experiencing frustration with the behavior of one of her cats named “Buckwheat.” “Buckwheat” would only drink water from a dripping faucet and would lie around on the kitchen counter all day waiting for her human to turn the faucet on. Veterinary Ventures Inc. was later founded in early 1996. The business was sold to Northstar Investors in 2002. Vet Ventures Inc.’s top customers in 2009 were PetSmart, PETCO, Amazon.com and Drs. Foster & Smith. The company is located in Reno, Nev.

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