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## PetSafe® Tackles Odor Control in Fresh Way with New Deluxe Crystal Litter Box System

Product's Crystal Litter & Vented Base Combine to Promote Airflow & Minimize Odors

**KNOXVILLE, Tenn.** — April 5, 2019 — <u>PetSafe® brand</u>, a global leader in pet product solutions, is offering an innovative alternative for traditional litter pan users with the addition of its new <u>Deluxe Crystal Litter</u> <u>Box System</u>. Featuring crystal cat litter and a vented base to promote airflow, the PetSafe® Deluxe Crystal Litter Box System offers a new option to lengthen litter freshness and consistently provide superior odor control.

The PetSafe<sup>®</sup> Deluxe Crystal Litter Box System was designed to work specifically with PetSafe<sup>®</sup> Premium Crystal Litter, which absorbs urine and dehydrates solid waste for five times better odor control than clay clumping litter. The product's ventilated base circulates airflow to dry wetness and extend the litter's freshness. As an added layer of protection, the bottom of the tray is lined with a PetSafe<sup>®</sup> Litter Box Pee Pad to absorb any wetness not immediately captured by the crystals.

The PetSafe<sup>®</sup> Deluxe Crystal Litter Box System comes with everything you need for use right out of the box: one bag of PetSafe<sup>®</sup> Premium Crystal Litter (lasting up to one month in a single-cat household), a litter scoop with mounting hook and one pee pad.

"We hear time and time again from cat owners that odor control and freshness are their top concerns when it comes to litter boxes," says Jennifer Marler, PetSafe® Waste Management Category Manager. "The Deluxe Crystal Litter Box System addresses both with an efficient, innovative design to make waste management easier for cat owners."

Beyond the fresh factor, the crystals are 99% dust-free and help prevent litter tracking. The system features an anti-tracking grid to keep litter in the box and off the floors. Our premium crystal litter is also a lighter weight alternative to heavy clay litter tubs.

This product is now available at <u>www.petsafe.com</u> and many U.S. pet retailers.

## About PetSafe®

PetSafe<sup>®</sup> is one of the most trusted pet brands globally. Dedicated to creating more "best moments" between pets and their owners through innovative product solutions, PetSafe<sup>®</sup> brand offers behavioral, containment and lifestyle solutions. PetSafe<sup>®</sup> brand is owned by Radio Systems Corporation<sup>®</sup>,

headquartered in Knoxville, Tennessee, and services over 50 countries globally. For more information, visit <u>www.petsafe.com</u>.