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PetSafe Invents Award-Winning Electronic SmartDoor™
The traditional pet door goes high-tech

KNOXVILLE, Tenn – August 6, 2007 - In today's society, homeowners go to great lengths to secure the locks on all doors in their home, utilizing the latest security gadgets and technologies. Pet doors should be no different. PetSafe is proud to introduce the new award-winning Electronic SmartDoor™, the only battery-powered pet door that allows up to 5 dog/cat collar key codes, a smaller flap size, 3 modes and weather tight seal. Using radio frequency, the Electronic SmartDoor identifies your pet, allowing them to freely enter and exit your home while keeping unwanted elements out.

Winner of the 2007 Editor's Choice Award by Pet Product News International, the PetSafe Electronic SmartDoor is the perfect addition to the "smart house." Unique and innovative, the Electronic SmartDoor is operated by the lightweight SmartKey worn as an everyday tag on your pet's collar. The SmartKey communicates with the SmartDoor through a radio frequency (versus infrared sensors which requires a specific line of sight from key to door) and unlocks the door as the pet approaches and relocks automatically as the pet enters or exits. The SmartKey works like a garage door opener, so as long as your pet is in the range you've selected, the door will unlock. Designed for the pet's safety and convenience, the door has three levels of security -- Automatic (unlimited entry through use of SmartKey), Always Unlocked, and Always Locked – and is battery powered, freeing the home of unwanted, hazardous cords.

"The Electronic SmartDoor combines state-of-the-art technology with the convenience of a pet door, ultimately redefining luxury and safety for the pet owner," says David Anderson, Director of Pet Access, PetSafe. "Pet owners can have piece of mind knowing their pets are given access to indoor and outdoor environments without having to worry about sweeping up leaves or chasing unwanted neighborhood pets."

Electronic Smart Door Benefits

- Electronic SmartDoor is available in Small and Large sizes and fits standard doors from 1.5" to 2" thick
- Door accommodates up to five pets (additional SmartKey sold separately), so pet owners can program up to 5 dog/cat collar key codes into the door.
- There are 250 different door codes, ensuring your door's individuality from neighboring doors
- Battery powered – requires 4 D Cell batteries – freeing the home of unwanted cords
- 3 easy-to-set entry modes: Locked, Unlocked, and Automatic Access
- Tapered flap creates tight weather seal. 2 layer Polycarbonate flap for increased insulation and durability
- SmartKey conveniently fits on pet's everyday collar and only weighs .64 ounces
- Smart Door activation via SmartKey ranges from 6 inches to 3 feet and can be easily adjusted by pet owner
- Value price includes \$149.99 (small) and \$229.99 (large)

About PetSafe

Headquartered in Knoxville, Tennessee, PetSafe is the industry leader in 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.

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