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March 2014

**PETSAFE® EXTENDS ITS POPULAR DRINKWELL® FOUNTAIN RANGE
(Stand G1, PATS Sandown, 18-19th March)**

A pet's health and wellness is a key priority for PetSafe® and the global pet product expert has developed its Pet Fountain ranges with this in mind. Adding even more choice for its customers, PetSafe recently added to its innovative range of Pet Fountains with the introduction of the Drinkwell® 360 Stainless Steel Pet Fountain – an ideal solution for multiple pet hydration.

With a capacity of four litres, the Drinkwell 360 Stainless Steel Pet Fountain has five spout rings, or water outlets, which are accessible from all sides of the fountain. The interchangeable spout rings can be configured to adjust the flow of water to suit the needs of individual pets.

Unobtrusive and hygienic, the new Drinkwell Fountain is completely dishwasher safe and boasts replaceable Foam Filters to prevent hair and other debris from collecting around the pump. Noise is also kept to a minimum thanks to a quiet submersible pump and receiving ramp, which reduces splash and the sound of falling water.

Drinkwell Pet Fountains use patented technology to create free-flowing streams of water, which entice pets to drink more throughout the day. As oxygen is drawn into the stream of water, the surface tension is broken and water stays fresh tasting, unlike water in conventional bowls, which can quickly become stale. In addition, charcoal filters in the Drinkwell Pet Fountains remove any unpleasant tastes and odours from the water, giving pets the best possible, and most appealing way to stay hydrated.

Developed for thoughtful pet owners, Drinkwell Pet Fountains offer a highly effective solution to keep pets well hydrated and help prevent illnesses such as urinary tract infections and kidney disease. "Water is an essential commodity for survival," says PetSafe



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Veterinary consultant, David Chamberlain. “And research shows that one of the best ways to improve pets’ health and wellbeing is to get them to drink more water.”

Also on the stand at PATS is the easy-to-clean, PetSafe Drinkwell Ceramic Avalon Pet Fountain. With a capacity of two litres, the Fountain features upper and lower drinking dishes, providing drinking areas for more than one pet. As with the 360 Stainless Steel Pet Fountain, the Ceramic Avalon is a stylish option for pet owners looking to accommodate the needs of their dog or cat without compromise.

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For more information about PetSafe products visit: www.petsafe.net or contact Angela Critchley; International Marketing Director: acritchley@petsafe.net

About PetSafe®

PetSafe® is a global pet product expert in Containment Systems, Training Systems and Bark Control with its headquarters in Knoxville, Tennessee. Today the PetSafe brand also encompasses a comprehensive line of Pet Doors including an advanced Microchip Identification cat flap. In addition, a range of specialist products focusing on pet wellbeing fall under the Health & Wellness category which includes the popular Drinkwell® Pet Fountains. The Play & Challenge category further diversifies the PetSafe product portfolio by offering a unique range of treat-dispensing Busy Buddy® toys.

Other products include the Easy Walk™ Harnesses and Headcollars. The latest acquisitions by PetSafe see Lucky Litter LLC products; ScoopFree® innovative litter boxes and award-winning FroliCat™ toys brought to the market, and Pet Loo by Pup-Pee Solutions©.