

## PRESS RELEASE

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### **RADIO SYSTEMS CORPORATION STRENGTHENS INTERNATIONAL E-COMMERCE TEAM WITH KEY APPOINTMENT**

Radio Systems Corporation, owners of PetSafe® Brand and SportDOG® Brand has further strengthened its E-commerce team and appointed a new International E-commerce Business Manager, David Hindle.

With a strong track record in retail and E-commerce, David previously worked for Sennheiser Electronics managing key Europe-wide accounts for the group. He was responsible for delivering “a consistent and ‘best in class’ service for both the retailer and the end customer” and sharing best practice with teams in the US and Asia.

In his new role David will be responsible for developing the International E-commerce business for Radio Systems as well as ensuring that it complements the company’s offline sales offering. As in previous roles, David will look to deliver the best possible retailer and consumer experience for Radio Systems’ customers.

Speaking about his decision to join Radio Systems, David said: “Radio Systems offers what I’ve been looking for in previous roles - an entrepreneurial spirit and a passion for products, people, and the consumer experience. In addition, the company has an openness to new ideas, which is refreshing and I’m very much looking forward to being part of the team.

He added: “My approach is to start with the end consumer and ensure that we can offer the right products at the right place, at the right time and deliver a ‘best in class’ customer experience.”

Commenting on the appointment Radio Systems Corporation Vice President - International, Brad van der Veen, said: “David is strong addition to our team; we are

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delighted to have him on board and look forward to working with him.”

Radio Systems Corporation re-located its European headquarters including its multilingual customer services centre to Dundalk in 2012. There are currently 27 people based at the European operation in Dundalk, which trades as Radio Systems PetSafe Europe Limited.

**ENDS**

**Notes to editors:**

**About Radio Systems Corporation**

Radio Systems Corporation is a manufacturer of specialist pet and hunting products under the banners of PetSafe® and SportDOG® Brand respectively. The business was founded in 1991 and has its headquarters in Knoxville, USA. It boasts unrivalled in-house, state-of-the-art engineering and R&D departments, which are 100% committed to research, innovation and quality.

**About PetSafe®**

PetSafe® is a global pet product expert with its headquarters in Knoxville, Tennessee. Wide-ranging innovative products are available across the PetSafe® portfolio including training, containment, lifestyle and wellbeing product solutions. Visit [www.petsafe.net](http://www.petsafe.net) for further details or connect on Facebook or Twitter.

**About SportDOG® Brand**

SportDOG® Brand was created in 2003 by Radio Systems Corporation with the aim of developing a range of superior products for professional trainers, weekend hunters and those who just want a little peace with their pets. SportDOG® Brand caters for people who want to simplify their dog training challenges by trusting one of the leading names in the electronic collar industry. SportDOG® is now able to provide the most complete line of e-collar and training products in the World. The extensive range of products includes Training Systems, Bark Control, Training Accessories and GPS Dog Tracking Systems. Visit [www.sportdog.com](http://www.sportdog.com).

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For more information about Radio Systems products visit: [www.petsafe.net](http://www.petsafe.net) and [www.sportdog.com](http://www.sportdog.com) or contact Angela Critchley; International Marketing Director: [acritchley@petsafe.net](mailto:acritchley@petsafe.net)

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