

## PRESS RELEASE

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### **RADIO SYSTEMS CORPORATION CREATES POSITION FOR NEW INTERNATIONAL DIGITAL MARKETING MANAGER**

In a move to further strengthen its digital marketing, Radio Systems Corporation, owner of the PetSafe® Brand and the SportDOG® Brand, has made a high profile appointment and brought Kristin Hodgkinson on-board as International Digital Marketing Manager.

In her new role Kristin will be responsible for the International PetSafe® and SportDOG® websites. She'll focus on developing and implementing a digital strategy to maximise the customer experience. A highly experienced digital strategist, Kristin has excellent experience in SEO, PPC, Email, Social and Display, she has previously managed a digital team of specialists and focused on both B2B eCommerce and lead generation.

Speaking about her decision to join Radio Systems, Kristin said: "Radio Systems Corporation is a dynamic and ambitious organisation which also places great emphasis on valuing each and every employee and that has a high appeal to me. This is a brand new, exciting role within the company and I'm looking forward to working closely with the teams in the U.S., Europe, Canada, China, Japan and Australia."

Commenting on the appointment Radio Systems Corporation Vice President - International, Brad van der Veen, said: "Kristin is a huge asset to the digital team and her extensive experience in SEO, digital marketing and strategic development will help us drive our digital offering to the next level."

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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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