

PRESS RELEASE

October 2015

RADIO SYSTEMS CORPORATION STRENGTHENS ITS CUSTOMER RELATIONS WITH NEW MANAGEMENT APPOINTMENT

Radio Systems Corporation, owner of the PetSafe® Brand and SportDOG® Brand, has appointed Therese Bosson to the position of Customer Operations Manager for Europe.

Therese will be heading up the Customer Operations team, with responsibility for the overall direction, coordination and evaluation of customer care for Europe. She will also ensure that high levels of customer service across European teams are maintained and strengthened if required.

With a strong track record in managing multiple customer service teams, Therese previously worked for Orica Chemnet in New Zealand, in which she led the team to a national award for 'Best Contact Centre in New Zealand.'

Commenting on her decision to join Radio Systems, Therese said: "The challenging and exciting role of Radio Systems' Customer Operations Manager is exactly what I've been looking for. Radio Systems is a dynamic company to work for and I'm very much looking forward to my new role."

Radio Systems Corporation Vice President - International, Brad van der Veen, added: "2015 has been a great year for Radio Systems and we've made a few strategic appointments to ensure future growth. Therese's role is key in helping to maintain high levels of customer care and we're delighted to welcome her onboard."

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.

Radio Systems®
CORPORATION



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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, Tennessee. 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 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.

For more information about Radio Systems products visit: www.petsafe.net and www.sportdog.com or contact Angela Critchley; International Marketing Director: acritchley@petsafe.net

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