

PRESS RELEASE

July 2018, UK

RADIO SYSTEMS PETS SAFE EUROPE LIMITED APPOINTS ALEX BEWLEY AS BUSINESS DEVELOPMENT MANAGER

Radio Systems PetSafe Europe Limited (RSPEL), parent company of PetSafe® Brand, today announces the appointment of Alex Bewley to Business Development Manager. The new appointment is a further boost to the company's sales team following Nicki Hamilton joining the business as EMEA Sales Director last month.

At RSPEL, Alex's role will be to win new business and develop both Radio Systems' PetSafe® Brand and SportDOG® Brand presence in the North of the UK. He will be based in the field and report to Stuart McCulloch, International Business Manager at Radio Systems.

Alex joins from pet food manufacturer, Edgard Cooper, where he was Account Manager and responsible for acquiring key accounts and launching the brand in the North of the UK. During his time with the business, achievements included signing big names such as Waitrose and Blue Diamond Group as well as over 60 independents within his first 12 months.

Commenting on his new role, Alex said: "RSPEL is a market leader and has a great overall ethos and reputation for outstanding product innovation. I'm thrilled to be joining a company I've long admired and I'm looking forward to getting started and building the business even further."

Stuart McCulloch added: "Alex has an exceptional track record in new business acquisition and a great network of contacts in the North of England. We're delighted to welcome him on board and are confident he'll help drive our business forward in this key region."

ENDS

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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® Brand

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.com for further details or connect on Facebook, Twitter or Instagram.

About SportDOG® Brand

SportDOG® Brand is owned by Radio Systems Corporation, a manufacturer of electronic dog-training products and accessories, based in Knoxville, Tennessee. SportDOG® product lines include training e-collars, GPS tracking and training systems, bark control collars and other training aids. Visit www.sportdog.com for further details.

For more information about Radio Systems products visit: www.petsafe.com and www.sportdog.com or contact Nicola Ennis, Toast PR; nicola@toastpr.co.uk

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