

22<sup>nd</sup> October 2018, UK

## **RADIO SYSTEMS CORPORATION® ACQUIRES MOTIVATION DESIGNS LLC, MAKERS OF KURGO®**

### **PetSafe® Brand parent company expands portfolio with travel and outdoor adventure products for dogs**

Radio Systems Corporation® (RSC) – owner of PetSafe® Brand and SportDOG® Brand, has today announced the acquisition of Motivation Design LLC, makers of Kurgo® pet products.

Based in Minnesota, USA, Kurgo® has a portfolio of innovative, highly functional and easy-to-use pet travel products that allow families and pets to experience outdoor travel and adventure together. Kurgo's outside-the-home product line is positioned to capture the active lifestyle pet goods market which is a large category with significant growth potential.

"The acquisition of Kurgo® will enable us to expand our reach to customers seeking adventure outside their home," said Angela Critchley, International Marketing Director of Radio Systems Corporation®. "Our customers tend to focus on spending more quality time with their pets, which includes bringing their dog on outdoor adventures with them.

The Kurgo® product portfolio helps to keep dogs safe during outdoor excursions. This acquisition will enable us accelerate the expansion of our travel and access category which we began in 2017 with the acquisition of Solvit™ and help us better serve our customers. Kurgo's passion for adventure pet products is also in sync with the PetSafe® Brand mission to help pets and their owners live happy lives together."

Kurgo® co-founder Gordie Spater said, "We are excited about this new chapter for Kurgo® products. We take our work personally and each product we create solves a real need to help more people enjoy time outside their house engaged with their dog. We are proud of the fact that our gear helps dogs to be a central part of family adventures and outdoor travel. With the expanded scale of Radio Systems Corporation®, we're looking forward to seeing how Kurgo® products will impact more families' lives."

Popular Kurgo® products include products for traveling in the car with your dog such as car seat covers, crash-tested harnesses, booster seats and backseat barriers as well as products to make outdoor excursions a success such as active harnesses, backpacks for dogs, dog life jackets, leads and collars.

Kurgo® was represented in this transaction by Cascadia Capital LLC, an investment bank serving middle market clients globally.

[www.radiosystemscorporation.com](http://www.radiosystemscorporation.com)

**ENDS**

#### **NOTES TO EDITORS**

##### **Contact:**

For additional information, interview requests and queries, contact Toast PR:

Nicola Ennis: +44 (0) 870 094 8032 / [nicola@toastpr.co.uk](mailto:nicola@toastpr.co.uk)

##### **About Radio Systems Corporation®**

Radio Systems Corporation® is a leading developer and manufacturer of pet products. The company is headquartered in Knoxville, TN with offices in various cities across the U.S. and the globe. The Radio Systems Corporation® family of brands includes PetSafe® Brand, Invisible Fence® Brand, and SportDOG Brand®. Since its founding in 1991, Radio Systems Corporation® has grown into an international corporation selling in over 52 countries. The Radio Systems Corporation® portfolio includes a wide array of behavioral, containment and

lifestyle product solutions. Radio Systems Corporation® is driven by a dedication to creating quality products for pets and their owners. To learn more about Radio Systems Corporation® visit [radiosystemscorporation.com](http://radiosystemscorporation.com).

##### **About Kurgo®**

Kurgo® is dedicated to creating innovative, stylish and high-quality pet travel products that allow families and pets to experience adventures together, wherever life takes them. Whether it's an outdoor excursion or running errands in town, Kurgo's extensive travel and outdoor line offers a diverse selection of products to encourage pets and people to GO TOGETHER. For more information and a full list of products, please visit [kurgo.com](http://kurgo.com).

##### **About PetSafe® Brand**

PetSafe® Brand is a global pet product expert with wide-ranging innovative products including training, containment, lifestyle and wellbeing product solutions. Visit [www.petsafe.com/UK](http://www.petsafe.com/UK) for further details or connect on Facebook or Twitter.

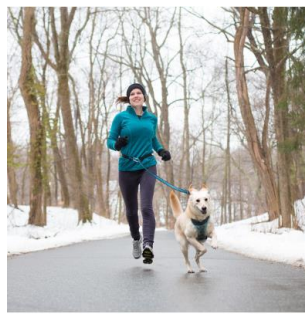
### About SportDOG® Brand

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. The 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. With the most complete line of e-collar and training products in the world, its extensive range of products includes Training Systems, Bark Control, Training Accessories and GPS Dog Tracking Systems. Visit [www.sportdog.com](http://www.sportdog.com).

### Kurgo Pet Products



Surf n Turf Dog Life Vest



Quantum Leash



G Train Dog Carrier Backpack