11 August 2020

**RADIO SYSTEMS PETSAFE EUROPE LIMITED EXPANDS EUROPEAN SALES TEAM WITH APPOINTMENT OF GUY MEADE**

Radio Systems PetSafe Europe Limited (RSPEL), parent company of PetSafe® Brand today announces it has expanded its European sales team with the appointment of Guy Meade as International Business Manager.

Guy will be responsible for the PetSafe® and Kurgo UK sales operation which will involve targeting new opportunities, deepening existing relationships and developing strategies to coordinate with the overall international business. While Guy’s remit will predominantly cover UK territories, he will be involved in some overseas opportunities in South Africa and the Middle East. He will be based in the UK and report into Nicki Hamilton, Head of EMEA Sales.

Guy joins Radio Systems from Company of Animals, where he was Head of Sales. During his two years at the company he succeeded in restructuring the global sales team, growing sales, and supporting the Global Sales team in winning sustainable and profitable new business. Prior to this Guy was E-Commerce and National Account Manager at Pedigree Wholesale.

Commenting on his new role, Guy said: “I’m delighted to be joining the Radio Systems team and to work again with Nicki following our time at Pedigree Wholesale. While the business has a longstanding and respected reputation in our industry, its strong growth and recent and future acquisitions make it a particularly exciting time to be joining. The role will allow me to draw on each aspect of my career to help further grow and strengthen the business’ EMEA operations.”

Nicki Hamilton added: “Guy is not only an industry veteran but a much-respected former colleague of mine, so I’m thrilled he’s coming on board. He brings with him a strong network of contacts, incredible business management skills and a wealth of experience. I’m really looking forward to be working with him once again as we continue to grow in the UK and other markets.”

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®, Kurgo and SportDOG®. 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](http://www.petsafe.com) for further details or connect on Facebook, Twitter or Instagram.

**About Kurgo**

In October 2018, its parent company, Radio Systems Corporation® (RSC) announced the acquisition of Motivation Design LLC, makers of Kurgo® pet products, further adding to its comprehensive high quality range with a variety of innovative, highly functional and easy-to-use pet travel products that allow families and pets to experience outdoor travel and adventure together. Visit [www.kurgo.com](http://www.kurgo.com) for further details.

**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](http://www.sportdog.com) for further details.

**For more information about Radio Systems products visit**[**www.radiosystemscorporation.com**](http://www.radiosystemscorporation.com/)**or contact:**

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