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15-18 September 2013

PETSAFE® GOES 'WALKIES' AT PATS

PetSafe® shows how dog owners can take the strain out of walking their dog at PATS, 15-16 September in Harrogate. Going 'walkies' should be a relaxing and enjoyable experience, however, due to some dogs' natural instinct to pull, this can turn in to a power struggle and cause tension between pets and their owners.

The global pet product expert has a range of training systems that offer a practical solution to this common problem to help strengthen the special relationship between pets and their owners - PetSafe Easy Walk™. PetSafe has also produced a video to demonstrate just how easy it is to control the pet when out and about. The video is also available to view on the 'PetSafe UK' YouTube channel.

The Easy Walk Harness has been designed to gently discourage dogs from pulling with its unique front-chest lead attachment that helps the owner take control and redirect the dog's attention if necessary.

Unlike traditional harnesses, the Easy Walk Harness does not cause coughing, gagging or choking because the chest strap rests low across the breastbone. The quick snap buckles make the harness easy to put on and remove, whilst four adjustment points provide maximum comfort for your dog.

The Easy Walk Head Collar is an equally comfortable and stylish solution to



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pulling, lunging and jumping. Due to the simple yet effective noseband design, the collar helps dog owners retain control, as when the dog's nose is steered, the body follows, eliminating any chance of the owner being pulled down the street.

The PetSafe Easy Walk product range also includes the Easy Walk Cat Harness & Lead, which offers an innovative approach to the traditional cat harness providing greater safety, comfort and humane control.

ENDS

For more information about PetSafe products visit: www.petsafe.net or contact Angela Critchley; International Marketing Director: acritchley@petsafe.net

Notes to Editor

About PetSafe®

PetSafe® is a global pet product expert in Containment Systems, Training Systems and Bark Control with its headquarters in Knoxville, Tennessee. Today the PetSafe brand also encompasses a comprehensive line of Pet Doors including an advanced Microchip Identification cat flap. In addition, a range of specialist products focusing on pet wellbeing fall under the Health & Wellness category which includes the popular Drinkwell® Pet Fountains. The Play & Challenge category further diversifies the PetSafe product portfolio by offering a unique range of treat-dispensing Busy Buddy® toys.

Other products include the Easy Walk™ Harnesses and Headcollars. The latest acquisitions by PetSafe see Lucky Litter LLC products; ScoopFree® innovative



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litter boxes and award-winning FroliCat™ toys brought to the market, and Pet Loo by Pup-Pee Solutions©.

For more information visit: www.petsafe.net