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**January 2014**

**PETSAFE® LAUNCHES NEW BUSY BUDDY® TOYS AT PATS 2014**

**Stand G1, PATS Sandown, 18-19<sup>th</sup> March**

Global pet product manufacturer, PetSafe® is adding to its popular Busy Buddy® treat-holding and -dispensing toys at PATS this Spring. Building on the success of the existing Busy Buddy range, the leading pet product brand will introduce three new and exciting toys to visitors at the show: Busy Buddys Jack, Nobbly Nubbly™ and Barnacle.

Designed to stimulate and reward, Busy Buddy toys help re-direct potentially destructive behaviours, engaging dogs in positive playtime by appealing to a pet's innate need to play. With an even wider choice now available, the Busy Buddy range promises to keep dogs entertained for hours at a time.

Busy Buddy Jack is treat-holding toy which houses surprises in multiple places. Owners have the flexibility to vary the level of challenge for their dog by adjusting the position of the treat rings to suit. Small and Medium sizes are available. The Jack's nylon and rubber construction makes it sturdy and durable, whilst the four natural rawhide treat rings provided extend playtime.

For a different challenge but equal level of engagement, PetSafe's new Busy Buddy Nobbly Nubbly is a bone-shaped toy with a compressible centre. Dogs can enjoy multiple treat options depending on their mood: as well as accommodate replaceable Busy Buddy natural rawhide treat rings, this Busy Buddy is lined with a series of nubs and grooves which can be hold smearable goodies. The Nobbly Nubbly is available in Extra Small, Small and Medium.



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The third Busy Buddy product to be launched at PATS is the Busy Buddy Barnacle – a new Treat Meter® toy designed to randomly dispense goodies during play. The Barnacle is made up of a number of chambers, giving the option to fill each with different snacks. For even more variety, bone-shaped grooves on the outside of Barnacle can be filled with a smearable treat of choice. Busy Buddy Barnacle comes in three sizes: Extra Small, Small and Medium.

The new Busy Buddy toys will be on display on stand G1 at PATS Sandown, along with a selection of PetSafe's latest product innovations in the areas of Play & Challenge, Pet Doors, Health & Wellness, Training Systems, Bark Control, Containment Systems and Waste Management.

## **ENDS**

**For further press information please contact Chloe Longfield or Malin**

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## **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 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](http://www.petsafe.net)