

March 2013

**RADIO SYSTEMS CORPORATION ACQUIRES LUCKY LITTER LLC
PATS - STAND G1**

Radio Systems Corporation, owner of PetSafe®, is pleased to announce the acquisition of Lucky Litter LLC - makers of ScoopFree® innovative litter boxes and cartridges as well as award-winning FroliCat pet toys. Lucky Litter LLC products are sold under the brand name Brilliant Pet™.

“Brilliant Pet has built an incredibly strong business and brand with their widely popular litter boxes and innovative cat toys,” said Brad van der Veen, Vice President International, Radio Systems Corporation. “We are very excited to expand our product offering into the Waste Management category as well as further expanding our toy line - especially within the cat market.”

ScoopFree automatic litter boxes and cartridges are consistently rated ‘number one’ by consumers. This fits well with Radio Systems’ mission to be the most trusted pet brands for pet owners across all categories whether it be Waste Management, Training Systems or Health & Wellness products. Meanwhile, the FroliCat products perfectly compliment PetSafe’s existing Play & Challenge category, which includes the popular Busy Buddy™ range.

“Radio Systems has an incredible presence in the pet industry and has always worked with the same goal in mind as us, which is to provide quality, innovative products to enhance the relationship between pet and owner,” said Alan J. Cook, President of Lucky Litter LLC. “This alliance will bring about new resources and opportunities to grow the products and lines we’ve worked so hard to offer devoted pet owners across the country and around the world.”

Brilliant Pet combines technology with clever and smart looking ‘everyday’ solutions for pet owners. Radio Systems will continue to build on this its expertise in technology, innovation and leadership, to continue to grow the product lines and increase awareness internationally.

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This latest acquisition is part of Radio Systems ambitious international growth strategy, which has seen the business bring brands such as Premier, Staywell, Drinkwell and Innotek under the PetSafe banner in the last few years.

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For further press information please contact Rachel Connaughton or Malin Cunningham at HatTrick PR on 07943 573 245 or email

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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

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