



protect. teach. love.

March 2014

**PETSAFE® SET TO LAUNCH NEW BUSY BUDDY® TOYS
(Stand G1, PATS Sandown, 18-19th March)**

Global pet product manufacturer, PetSafe® is adding to its popular Busy Buddy® treat-holding and dispensing toys. Building on the success of the existing Busy Buddy range, the leading pet product brand is introducing three new and exciting toys: Barnacle, Jack and Nobbly Nubbly™.

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 Barnacle has a Treat Meter® and 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 spreadable treat of choice. Busy Buddy Barnacle comes in three sizes: Extra Small, Small and Medium and can be previewed on the stand at PATS.

Busy Buddy Jack, available later this year, is also a treat-holding toy containing 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. The Jack's nylon and rubber construction makes it sturdy and durable, whilst the four natural rawhide treat rings provided extend playtime. Small and Medium sizes are available.



protect. teach. love.™

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 accommodating replaceable Busy Buddy natural rawhide treat rings, this Busy Buddy is lined with a series of nubs and grooves which can hold smearable goodies. The Nobbly Nubbly is available in Extra Small, Small and Medium. Again, this toy will be available later in the year.

More information on the entire range of Busy Buddy toys can be found on the PetSafe stand along with a selection of latest product innovations from PetSafe in the areas of Play & Challenge, Pet Doors, Health & Wellness, Training Systems, Bark Control, Containment Systems and Waste Management.

ENDS

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

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©.