



protect. teach. love.

MAY 2013

**PETSAFE® LAUNCHES 'STAY + PLAY' WIRELESS FENCE
AT ZOOMARK 9-12 MAY 2013 – HALL 19 STAND A60**

PetSafe® is always looking for new innovations to keep pets safe while allowing them the freedom to explore their environment. At this year's Zoomark, the global pet product expert is launching the latest in wireless fencing, with its **Stay + Play Wireless Fence** (Hall 19, stand A60)

Developed for dogs over 2.3 kg, the new addition to the Wireless Containment range allows dogs to roam freely within a 32 metre radius without unsightly visible barriers. This innovative, portable system also gives owners the option to keep an unlimited number of dogs safe within the boundary with additional Receiver Collars.

The system has no wires to bury and communicates with the dogs when they are approaching the perimeter of the defined 'pet area', first through an audible tone and then by a harmless static stimulation to gain the pet's attention.

International Marketing Director, Angela Critchley says: "The expert research and development team at PetSafe is always looking for new solutions to support the special relationship between pets and owners. The new **Stay + Play Wireless Fence** is a great example of a product that works for both pet and owner. It uses the latest technology to let pets to enjoy the freedom of the outdoors while allowing owners to set limits and remove the worries about dogs straying into the road or wandering off."

Safe and reliable, all Containment Systems from PetSafe come with full training instructions.

ENDS

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



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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