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MAY 2013

**PETSAFE® HELPS CONTROL BARKING WITH NEW ULTRASONIC SYSTEMS
AT ZOOMARK 9-12 MAY 2013 – HALL 19 STAND A60**

PetSafe® has extended its line of behaviourally activated Bark Control solutions with the **Ultrasonic Bark Control** collar for dogs over 3.6kg, and digital **Deluxe Outdoor Bark Control** system. Created to discourage nuisance barking, these latest innovations will be on show for the first time at Zoomark (Hall 19, stand A60).

PetSafe's **Ultrasonic Bark Control** product detects barking via a microphone and subsequently emits an ultrasonic tone to alert the dog and interrupt its barking. Inaudible to most humans, the **Ultrasonic Bark Control** collar creates an association between the barking and the unpleasant tone, successfully reducing the tendency to bark.

The **Deluxe Outdoor Bark Control** system provides dog owners with a convenient, automated solution to excessive barking outside of the home; the waterproof device can be hung or mounted on a tree, wall or fence to pick up barking within a range of 15 metres. Furthermore, PetSafe's **Deluxe Outdoor Bark Control** features a digital timer that can be programmed to activate the system at specified times of day.

Similarly to the ultrasonic collar, the outdoor unit emits an irritating but harmless sound to catch the dog's attention. As well as provide relief for neighbours impacted by nuisance barking, an additional benefit of the **Deluxe Outdoor Bark Control** unit is that it can also be heard by other dogs in the surrounding area, discouraging their barking too.

Visit stand A60, hall 19 at Zoomark to find out more about these and PetSafe's other Bark Control Solutions.

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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©.

For more information visit: www.petsafe.net