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March 2014

**PETSAFE® UNVEILS SCOOPFREE® AT PATS
(Stand G1 PATS, Sandown 18-19th March)**

Determined to offer its customers wide-ranging and convenient products, PetSafe® has introduced a new waste management system for busy cat owners: a self-cleaning litter box **ScoopFree®** boasting unbeatable odour control and superior reliability.

When **ScoopFree** is used, a sensor triggers a rake to automatically pass through the litter to deposit waste in a covered waste trap, whilst premium crystal cat litter absorbs any moisture to eliminate unwanted odour.

Fully disposable, **ScoopFree** trays can be used for a number of weeks at a time, without the need for owners to come into any contact with the waste. As well as the **Original** model there is also an **Ultra** model, which comes with an additional privacy hood, adjustable rake delay and health counter to check the number of times a cat uses the tray. Other features for both models include an anti-leak guard and recyclable packaging.

ScoopFree is one of the latest innovations to be introduced to the PetSafe Waste Management category. Full details are available at the PetSafe stand.

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©.