

BRAND BOOK

V3 – Jan 2012

The best years of your life are measured in dog years.



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“We share a huge, challenging mission – to be the most trusted brand among pet lovers. Our team shares the same values, we like each other, we have this great environment with dogs running around everywhere... and we are changing people’s lives and the lives of their pets. We each come to work thinking not incrementally, but rather revolutionarily.”

- Randy Boyd





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A :: BRAND ESSENCE

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“Information is the corollary to empowerment.”
- Randy Boyd



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INTRODUCTION

Branding...why bother?

Bringing a brand to life through products and marketing materials is complex. We know great branding when we see it. Yet, as we do our individual job each day, trying to be within brand guidelines and standards can seem like extra work. It is a confusing task that can seem to complicate project schedules and budgets. Why do we bother with branding when it is such an inconvenience to our efforts?

Consider for a moment that branding is at least 5000 years old. As far back as 1300 BC, potter's marks were used on pottery and porcelain in China, Greece, Rome and India. Branding of cattle and livestock go back as far as 2000 BC. Archaeologists have found evidence of advertising among Babylonians dating back to 3000 BC. Makes you wonder what ad space cost then?

Perhaps the most interesting learnings that come from branding historically is why branding originated: to insure honesty, provide quality assurance, identify source or ownership, hold producers responsible, differentiate, as a form of identification and to create emotional bonding. This is exactly why people value brands today.

For PetSafe, we have the same passion behind our brand and each of the products that we bring to market through it. When consumers see our brand, we are telling pet owners everywhere that we consistently deliver on what we promise, that you can trust us with your pets above all other brands available, and that we are committed to giving you more of what you love most - more of the best moments with your pets.

So each time you contribute to building the PetSafe brand, you are part of something bigger. YOU are a part of helping every owner protect, teach, and love their pet. YOU are contributing to making pets more adoptable and making happy homes for them. YOU are a part of building the most trusted brand in the pet industry and building a billion dollar organization that's making a difference and stands behind what they bring to the world. YOU are a part of some that is 5,000 years old but just as important today. Help us bring the PetSafe brand to life in every way we can.

This book is designed to help you do that.



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THE PETS SAFE BRAND ESSENCE

Each and every one of the 71 million Americans that have a pet had a vision of what it would be like to have a pet. Their vision was based on companionship, love, and affection as the primary benefits of pet ownership. You can probably relate to this, assuming you have a pet. You may have thought your dog would be your side kick, would be happy to see you when you got home, would listen to you, and would love you unconditionally.

Our visions never seem to include the reality of pet ownership. In the real world, our pets have behavior issues and needs that we aren't always able to deal with on our own. They DON'T always listen to us, they embarrass us in front of others, they want to go outside at 5 a.m., they dig, bark, jump on people, chew or otherwise destroy precious, sometimes irreplaceable items. The issues can be big or small. Regardless, our ideal pet is not that one looking up at us with those adorable eyes.

Our product and services are designed to give you back your ideal experience with your pet. More specifically, our products address the headache issues that are coming between you and your pet so you can enjoy what you love most. We call it a "best moment." Whatever you love, whatever you wanted to have with your pet, we give you.

Now Giving You Even Longer Best Moments

However, our brand doesn't end with bad behaviors and near-term convenience however. Other factors can compromise your best moments such as your pet health and medical care. PetSafe saw an opportunity to protect even more best moments by offering consumers advanced Vet Therapy, and lower calorie innovative treats like the Lickety Stik. This extended offering of pet care products are helping complete the PetSafe brand's family or product categories, giving us even more touches with our consumers and even more ways to give them the moments with their pet they always wanted.



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Radio Systems Value

PetSafe Brand

Try – Try a lot of stuff and keep what works. Mistakes are recognized as a part of the learning and growing process. The only failure is failure to try.

The best moments brand is a new strategy to build the brand by emotionally connecting with consumers. We are giving this type of brand- building a try. We are building in metrics and capturing consumer feedback to adjust our approach and execution as we go along. We will listen to consumers' response to the brand and keep what works for them.

Honesty - Our integrity is more important than short-term profit. We are open and honest with our fellow associates, our customers, our vendors and our stockholders.

Honesty is a value of the best moments brand and every part of the brand and our communication is open, honest and authentic or we don't do it. We believe that our honest interaction with consumers and the representation of our products and the brand will recreate the greatest form of brand loyalty.

Environment – We create an environment of openness, equality and teamwork.

The brand gives back to the pet community and is committed to providing a better pet environment for pets and their owners through our products.

Win-win-win solutions – We believe in finding win-win-win solutions to every problem or opportunity.

The best moments brand supports consumer values, delivers a consistently value-driven experience and makes for safe pets and happy owners. That's a big win-win-win!

Improvement - Continuing improvement in our company, our products and ourselves is fundamental to our culture.

The best moments brand is committed to learning how we can continually give consumers a better experience with their pet while providing better product information, a better purchase experience, better customer care and support, and more.

Listen – We listen to customers, associates and vendors to find ways to improve our products and processes.

Understanding and listening to the consumers who buy the PetSafe brand is built into the process of delivering on the brand. We work to ensure that we are listening to our consumers and demonstrating in every way that “we hear you.”

Last – We're built to last. Radio Systems will be built, through its culture and its practices, to last for many generations.

When consumers feel we deliver a superior brand experience, provide quality products that conveniently deliver solutions, and demonstrate that we respect their pets and their buying power, we have built to last branding. That's what the PetSafe brand is all about.



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The brand is never the face of a company. Faces fib. The brand is the spine.

Know your consumer personally:

Building the pet products that people want means knowing the consumer well and how they relate to their pets—as well as you would know or relate to a friend or neighbor.

Our consumer-scapes enable us to engage the target customer and communicate the brand essence on a personal level. We use our consumer-scapes as a reference when developing communication tools. Consumer-scapes are provided in this brand book.

Reaching our consumers:

Then comes the task of getting the target markets attention, and here the world is changing rapidly.

Growing public demand for a wider choice of products means communication budgets are spread more thinly. The choice of media is becoming more fragmented. The internet, digital TV, and mobile technology have given consumers unprecedented choice to engage with or avoid our communications.

It's critical to get above the noise level when you have something significant to say. This is why all PetSafe communications will have the same voice, design and hierarchy.



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THE CONSUMER SEGMENTS

PetSafe recognizes the unique needs and wants of our consumers. Specifically, we look for groups of pet owners with similar attitudes, behaviors, and needs for their pets to help us develop products that meet specific needs and wants. Once we understand these similarities among types of owners, we are able to develop consumer segments and tailor our marketing messages and brand to these groups.

For dog owners, we have identified 6 consumer segments by surveying and observing over 200K dog owners. These segments are as follows:

Techno Trainers



Techno Trainers have a strong bond/relationship with their dog and treat it as a member of the family. They believe they have stewardship to provide what is best for their dog. They feel they understand their dog's needs and how best to proactively train their dog.

They are the most likely to use corrective based training. They are early adopters of technology.

They are motivated by enhancing the wellbeing of their dog including play and socialization time. Techno Trainers are more apt to be hunters. Techno trainers represent 12% of the dog owning population and are currently the fastest growing segment.

Recreational Rookies



Recreational Rookies see their dog as a trophy/prized possession. They are somewhat indifferent to their relationship with their dog. They look at and take pride in what their dog could do, not what it actually can do. However, they believe they understand their dog.

They tend to be early adopters of technology. They are concerned that their dog's behavior will reflect back on them. They are interested in the functional aspects of training techniques and pet products. Recreation Rookies represent 13% of the dog owning population and are more apt to be hunters.

Daily Grinders



Daily Grinders have a moderate bond/relationship with their dog and tend to treat it as a member of the family. They are motivated by the relational benefits of dog ownership. They are less likely to go to doggie parks, walk or socialize their dog. They do not use many pet services but tend to provide by themselves rather than buy.

They are concerned that their dog's behavior will reflect back on them. They are late adopters and are less likely to use corrective based training and are 23% of the dog owning population.



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Hakuna Matatas



Hakuna Matatas have a moderate bond/relationship with their dog and tend to treat it as a member of the family. They have very few needs and are, in general, happy with their relationship with their dog.

They tend to be concerned that their dog's behavior will reflect back on them. They are moderately late adaptors and are less likely to use corrective based training. A sub-segment of Hakuna Matatas are more apt to be hunters. Hakuna Matatas are 16% of the dog owning population.

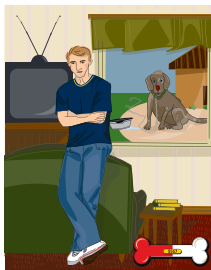
Maternal Marthas



Maternal Martha's dogs are like their children. They are extremely emotionally involved with their dog. Like the Techno Trainers, they look at their dog for unconditional love. They desire to be a "good mom" for their dog. They are average adaptors of technology but are least likely to use corrective based training.

This segment is predominantly comprised of older females who are experienced dog owners. Maternal Marthas are 27% of dog owners, representing a sizable market opportunity.

Why Bothers



Why Bothers have relatively little involvement with or emotional connection to their dog. They are late adaptors of technology.

This lack of connection is further underscored by Why Bothers' purchase behavior, as these consumers typically purchase fewer services, dog care items, or grooming accessories for their dog. Their mentality is "why would I bother, it is just a dog." Why Bothers represent 10% of the dog owning population as well as a limited opportunity for PetSafe.



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“In the last analysis, what we are communicates far more eloquently than anything we say or do.” – Stephen Covey

Tone of Voice

Every product and organization has a tone of voice which the consumer recognizes on a conscious or subconscious level. It reflects the brand and its relationship with the consumer. The best moment's brand tone of voice combines aspirational, friendly and familiar with respect for pets and owners—much as you would speak nostalgically with a close friend. It is warm and accessible without being in any way patronizing. It invites the consumer to engage in a dialogue of partners, with the promise of reward—a reward of more best moments with their pet.

PetSafe Best Moments Brand Voice

The brand voice:

- Builds on the emotional connection of pet ownership
- Leads with the best moments promise
- Uses aspirational language and images
- Balances emotional connection with solutions delivered through the PetSafe® brand
- Builds brand equity through consistent use of trademarked and registered names
- Secondarily communicates features of PetSafe® products in lighthearted terms
- Educates consumers on better pet ownership tools, philosophies, and techniques
- Uses consistent industry and product category terminology
- Organizes and presents information based on level of importance to the consumers
- Softly asks for or encourages action from the consumer
- Leans towards support of animal welfare in tertiary communication
- Uses sentence casing except when using trademarked names

The brand does not

- Ghost competing products
- Lead with engineering breakthroughs without translating them directly into features, benefits and solutions that the product provides
- Obscure the important details or messaging with complicated, or excessively wordy language
- Communicate in language exceeding the 6th grade reading level
- Communicate gender bias in reference to pets
- Inconsistent in the type and presentation of information in relation to products



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Guidelines for Best Moment Statements

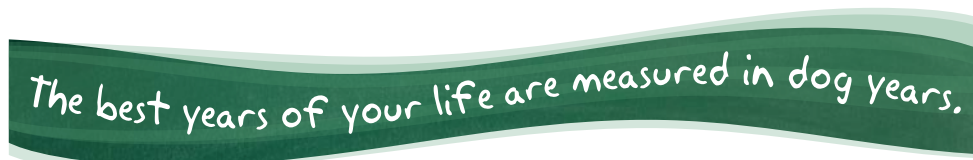
A best moment statement should be included within the green banner for every PetSafe product. Whenever possible the statement should empower the pet owner within the action in order to enjoy their best moment. Best moment statements are not typically trademarked.

A best moment statement should:

- Communicates the best moment the product provides, is aspirational, and uses positive, action-based language that targets the owner and pet relationship on an emotional level.
- Be short enough to be legible on the package, appear on one line in the Akbar font, be at or less than a sixth grade reading level, and should avoid excessive punctuation.
- It should be short though a complete, uncomplicated, and impactful thought

A statement, once determined, is reserved for a specific product or category. It can be used in marketing collateral for the product or category only. The same statement may be used across a category or a different statement may be used across different products in the same category. However, each category should be consistent in their usage and application of the statement.

Design Example





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Best Moment Statements for Marketing Collateral

PRDUCT DESCRIPTION	BEST MOMENTS STATEMENT
Remote Trainer	
Big or Little Dog Remote Trainer	Helping the two of you see eye to eye
Remote Trainer with Vibration	Tap into your dog's potential
Remote Trainer with Vibration PLUS	Understand each other in a whole new way
ADD-A-DOG Vibration Collar	Two dogs, one remote, a happy family
Yard and Park Trainer	Find the best in your dog, wherever you go together
Bark Control	
Bark Control (Good)	Help bring out the "good" in your dog
Bark Control (Better)	A little less chatter, a lot more love
Indoor Bark Control	Love your dog and bring peace to your home
Outdoor Bark Control	Bring the peace back to your neighborhood
Vibration Bark Control Collar	Teach him to take a "time-out" from barking
Gentle Spray Collar	Gently restore peace and quiet to your household
Containment	
Stay and Play Wireless Fence	Your yard, their play pen, more peace of mind
Wireless Fence	Make room to play
In-ground Fence	Rest easy letting your dog be himself
Doors	
Doors	Open up the worlds
Doors	Let your pets enjoy the freedom to come and go
Treats	
Lickety Stik	A whole new way to treat your dog
Lickety Stik	More fun, less mess
Toys	
Busy Buddy Toys	Toy + Treats = longer lasting play time
Fountains	
Fountain	A water fall of health for your pet
Fountain	Pure water pure love
Collars and Leads	
Gentle Leader	Lead your dog, love your walk
Easy Walk Harness	You both deserve to enjoy an easy walk

For a complete list or support in developing best moments statement, please contact the PetSafe Brand Manager.



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Branding for New Categories

As we continue to grow the PetSafe brand through new categories and products, understanding how to consistently and creatively grow the brand is critical.

For each new product or category that will be under the PetSafe brand, a creative brief will be developed. The brief should include the unique way in the product or category supports best moments. The brief is designed to ensure all associates having a responsibility for the brand or product are in alignment on how to bring the product to life through marketing collateral while supporting the overall brand plan.

Typically, a creative brief is developed by the marketing team in coordination with the SBU or VBU responsible for the product or category. Creative briefs may take a variety of forms but should include:

- Product/Category overview – including goals, requirements, and unique selling point
- Summary of available data
- Targets – Customer and Consumer Profile
- Tone and Image – how does the product or category complement the best moments and relate to the target consumer? Are there specific visual goals for the product or category?
- Messaging – Features, benefits, and values.
- Budget and Schedule

Sub Brands and Acquired Brands

Sub-brands

A sub-brand is a separate, complementary brand that is developed when the PetSafe brand appears too broad to differentiate the benefits or unique attributes of a particular product. The creation of a sub-brand must be submitted in writing and approved by the RSC leadership team.

Sub brand Reasons for Being

- Fulfills consumer needs and/or occupies a market position not currently addressed by the PetSafe brand
- Makes the PetSafe brand more vital and relevant to a new consumer segment or within a new product category
- Retained as part of an acquisition, if the sub-brand has high awareness and positive associations in the product/service categories in which it operates



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Process for Creation of Sub-Brands

- A sub-brand is created when a consumer need or market is identified as having value and opportunity that the parent brand may not be able to reach on its own through marketing research and testing.
- Recommendation and decision based on documented consumer and/or market data
- Group recommending sub-brand will meet with brand name to discuss and develop recommendation
- Recommendation is presented to Sr. Staff for final approval and added to brand book
- If recommending group and brand team do not agree, they will set up meeting including Sr. Staff representative for each team to discuss and align prior to presenting to Sr. Staff

Process for Acquired Brands

- Acquired brands are typically rebranded as PetSafe.
- They may be rebranded as a sub-brand of PetSafe provided they meet the rules for sub-brand creation.
- Provide proof of brand equity for the acquired brand in the market place with supporting marketing research and testing.
- A creative brief for the integration and transition of an acquired brand must be developed to support the long term support of the brand. The brief shall include a summary of existing brand assets for the acquired brand.

Requirements for Sub-Brands

- Sub-brands must not conflict with the brand values/beliefs of the parent brand
- Must be able to stand on its own and be able to expand beyond a single product
- Must have documented guidelines that the brand team and SBU are aligned with
- Must have budget dollars committed for building it
- Should have regular research checks to ensure it still meets the requirements as a sub-brand

PetSafe® Sub-Brands (list subject to change)

- PetSafe Village
- Drinkwell
- Busy Buddy
- Gentle Leader
- Lickety Stik



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Sub-Brand Guidelines

A sub-brand should strive to meet all elements of the PetSafe, at a minimum each sub-brand must include the elements as outlined in this section. All referenced elements are detailed within this brand book. If a sub-brand cannot meet the guidelines below, there needs to be a meeting with the sub-brand team and the brand team to discuss and align on a go-forward plan.

PetSafe Logo Requirements for Sub brand:

- Must include “Protect, Teach, Love”
- Must include “Safe Pets, Happy Owners”
- Minimum size is 50% size of sub-brand logo
- Presented as 3rd largest element behind sub-brand logo and product name
- Positioned below sub-brand logo

Packaging Required Elements

Chalkboard Banner

- Used to separate sub-brand from parent brand
- Use of brand fonts
- Phrase should be specific to product and follow the best moment statement guidelines

Icons – as defined in Brand Guide

- When using icons (such as dog size), must follow existing approved icons.
- If new icons are needed, these must be developed within the current icon process.

Preferred Elements/Requirements – provide documented rationale for any variance for sub-brand

- Position PetSafe logo in center of package
- Background color for PetSafe is white or royal blue with bright blue gradient
- “Best Moments” photograph



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Sub brand Treatment

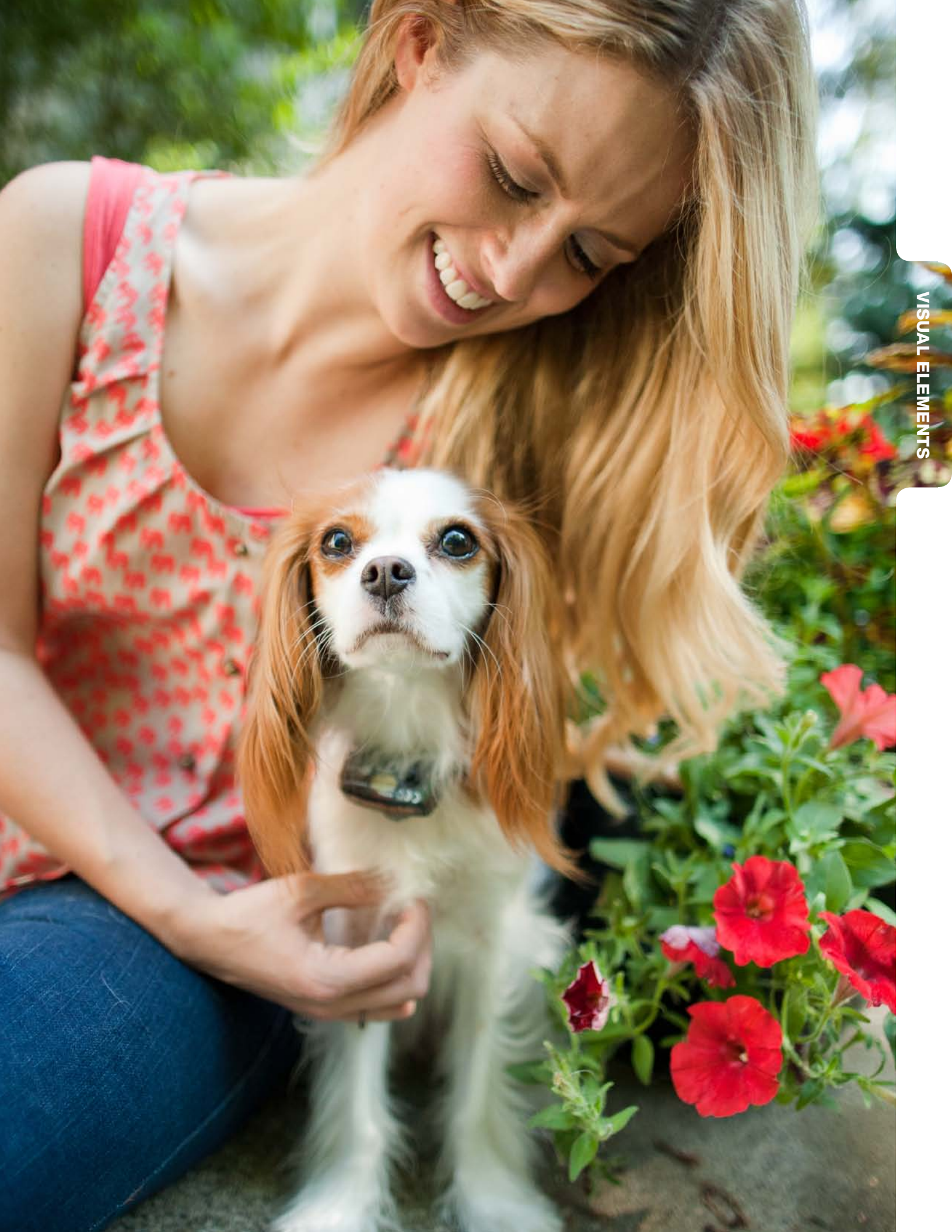
This section provide additional guidance for sub brands within other related marketing and consumers environments.

Media Releases – the relationship between PetSafe and the sub brand must be communicated within the first paragraph of a media release. The “About PetSafe” background must be included at the close of each release. Both PetSafe and sub brand logos shall be included in the release header.

Web – Sub-brands shall have a webpage within PetSafe.net and unique landing page. The design of page shall fit the current web page template for product landing pages.

Social Media – Sub-brands shall be giving placement under the PetSafe brand within the social space. Sub-brands will be given preferential treatment for tabs and/or menu items within social media sites. Sub-brands will be promoted within the social space similar to a product.

Advertising – Advertising in support of a sub brand must be supported by a creative brief and marketing plan. The plan shall include how the advertising supports PetSafe and the sub brand product as well as key messaging for the target consumer. Any sub brand advertising should meet the guidelines for a sub brand while achieving the objectives of the advertising. The plan must be reviewed and approved by the Director of Marketing prior to the creation of advertising collateral.





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B :: VISUAL ELEMENTS

p B1 **Best Moments – Visual Elements**

p B13 **Communication Channels
2-D & 3-D**

p B14 **Assets**

p B20 **Design Samples**



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Visual Representation of the Best Moments Brand

Having visual elements that bring the brand to life is critical to the brands growth. Any visual piece that is created for the PetSafe brand internally or externally must be submitted to the brand team and related SBU or VBU for review and approval.

The best moments Brand and the “Protect. Teach. Love.” tag line also calls for changes in the way we represent the brand visually, without sacrificing any of the positive equity we have in the market place.

New graphical elements built into all PetSafe communications reflects the best moments aspirational feel first, and is accompanied by the “Protect. Teach. Love.” tag line. The Protect. Teach. Love. tag line is not required on all collateral, however, no other tag lines may be used. Other messaging may be used to communicate benefits or solutions in complete thoughts and phrases. This communication strategy requests a consistent feel to different communication messages and campaigns. So our brand personality continually reasserts itself in the consumer’s mind. The phrase “Safe Pets. Happy Owners” is a design element on the PetSafe logo. It should always be included in the logo unless otherwise required for sizing or printing purposes.

COLOR CONSISTENCY



C=100 M=0 Y=46 K=46



C=0 M=20 Y=50 K=50

Background color for marketing materials should always either be white or royal blue with bright blue gradient behind the logo for highlight.

Category colors are used as a secondary colors to the green, gold and blue.



DARK BLUE: C=100 M=70 Y=10 K=0
PMS 294 R=0 G=90 B=160

RADIAL GRADIENT LIGHT BLUE:
C=80 M=0 Y=0 K=0 PMS 306
R=0 G=186 B=242

BARK

C=100 M=0 Y=45 K=32
PMS 328

DOORS

C=45 M=25 Y=60 K=15

TRAINING

C=0 M=100 Y=66 K=13
PMS 193

CONTAIN

C=100 M=0 Y=0 K=0

LIFESTYLE

C=57 M=80 Y=100 K=45



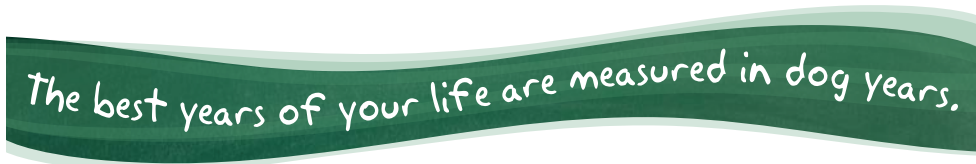
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FONTS

Helvetica Neue is the corporate font and is to be used on all communications. Akbar Plain is the hand written font for the “Best Moments” phrase reversed out of the chalk board swoosh element. In solutions ads and collateral, this font may be used for a key message, appearing within the chalk board swoosh. The “best moments” phrase should not be used on product packaging, rather this area should be used for a key benefit statement of the product. Helvetica Neue font is used for warnings, footnotes, and disclaimers, which shall appear in the bottom portion of all collateral. No more than 3 fonts shall ever be used on the same page.

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Helvetica Light. Helvetica Medium. Helvetica Black.



Akbar Plain



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LOGO & TAGLINE GUIDELINES



Our logo is the iconic representation of the PetSafe brand's identity. It must be treated conscientiously and consistently to maximize its impact over time.

Be aware that the logo-graphic itself is a registered trademark and not subject to any variations in appearance. Approved artwork cannot be altered in any way.

The logo in its ideal form is composed of colors PMS 329 and PMS 874 which are green and gold respectively.

PRINTING REQUIREMENTS

All packaging and some brochures are printed in 6-colors. We specify a 4-color process plus 2 PMS colors mentioned above.

Some applications, such as Point-of-Sale materials, brochures, user manual covers, magazine ads and the like, require that the logo appear in 4-color process only. In such cases, we require the CMYK breakdowns be used from page B1.

LOGO SPACING

The height of the small "e" in PetSafe is the square measurement for all sides and tagline spacing. Nothing should come inside the area.

While it is not required that the "Protect. Teach. Love" tagline always appear with the PetSafe logo, it may not be presented any other way with the logo. When using the logo on the PetSafe blue background the tagline must always appear in white and the logo in full color. Do not reverse the logo on the blue background.

If printing in 1 color and the logo needs to be reversed. Use the logo set up shown as reverse standard.





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UNACCEPTABLE LOGO USAGE



Do not outline the logo



Do not square the ribbon



Do not change the text



Do not box in the logo



Do not fade the logo



Do not squish the logo



Do not use part of the logo



Do not use unapproved colors



Do not use logo on busy backgrounds



Do not reverse the logo in an unapproved manner



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Creation of Icons

For PetSafe, the use of icons reinforces the brand. Our approach to the creation of icons is based on communicating the primary product features and discriminators through the use of powerful graphics that are clear, consistent and innovative in design. Icons are a part of our overall marketing strategy to reinforce product solutions across all marketing collateral quickly and easily.

Icons should show the object, action, and/or method related to a product's features, discriminators, or benefits from other products. "Good" products should display fewer icons and "Best/Elite" products should have the most icons in the line. Icons should apply to the broadest audience possible. Product specific icon should be documented in the creative brief.

Icons should complement the style of the PetSafe Brand icons and appear distinct in their communication and from the other icons in the family. An icon used in Premium Packaging may also be used on Select packaging but not within other brands except in the case of correction icons.

























Each icon should be as direct, clear and simple as possible with not unnecessary embellishments. Simple is very hard to achieve consistently but it is our aim.













An icon that is developed for a product must be submitted to the Brand Manager for approval and integration into the brand book. Once incorporated into the brand book, an icon color should not be duplicated on any other icon.






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Brand Icons

CORRECTION ICONS					
<p>WHEN USED ON WHITE BACKGROUND</p> <p>all text: 65% Black icon outline: 65% Black C=0 M=0 Y=0 K=65</p>	<table border="0"> <tr> <td style="text-align: center;">  SPRAY Purple C=65 M=100 Y=0 K=0 </td> <td style="text-align: center;">  STATIC Yellow C=0 M=25 Y=100 K=0 </td> <td style="text-align: center;">  SONIC Orange C=0 M=65 Y=100 K=0 </td> <td style="text-align: center;">  VIBRATION Light Blue C=85 M=20 Y=0 K=0 </td> </tr> </table>	 SPRAY Purple C=65 M=100 Y=0 K=0	 STATIC Yellow C=0 M=25 Y=100 K=0	 SONIC Orange C=0 M=65 Y=100 K=0	 VIBRATION Light Blue C=85 M=20 Y=0 K=0
 SPRAY Purple C=65 M=100 Y=0 K=0	 STATIC Yellow C=0 M=25 Y=100 K=0	 SONIC Orange C=0 M=65 Y=100 K=0	 VIBRATION Light Blue C=85 M=20 Y=0 K=0		
<p>REVERSED ON PETS SAFE BLUE BACKGROUND</p> <p>C=100 M=70 Y=10 K=0</p> <p>all text: white C=0 M=0 Y=0 K=0</p>	<table border="0"> <tr> <td style="text-align: center;">  SPRAY </td> <td style="text-align: center;">  STATIC </td> <td style="text-align: center;">  SONIC </td> <td style="text-align: center;">  VIBRATION </td> </tr> </table>	 SPRAY	 STATIC	 SONIC	 VIBRATION
 SPRAY	 STATIC	 SONIC	 VIBRATION		

OTHER PRODUCT ICONS			
<p>WHEN USED ON WHITE BACKGROUND</p> <p>all text: 65% Black C=0 M=0 Y=0 K=65</p>	<table border="0"> <tr> <td style="text-align: center;">  HEATED Red C=0 M=65 Y=100 K=0 </td> <td style="text-align: center;">  ACCESSORY Green C=65 M=0 Y=100 K=0 </td> </tr> </table>	 HEATED Red C=0 M=65 Y=100 K=0	 ACCESSORY Green C=65 M=0 Y=100 K=0
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<p>REVERSED ON PETS SAFE BLUE BACKGROUND</p> <p>C=100 M=70 Y=10 K=0</p> <p>all text: white C=0 M=0 Y=0 K=0</p>	<table border="0"> <tr> <td style="text-align: center;">  HEATED </td> <td style="text-align: center;">  ACCESSORY </td> </tr> </table>	 HEATED	 ACCESSORY
 HEATED	 ACCESSORY		

CUSTOMER CARE		
GUARDIAN	KENNEL	PETSAFE
 1-800-732-2677 www.guardianpet.net C=0 M=0 Y=0 K=100	 1-888-632-4453 www.petsafe.net C=0 M=0 Y=0 K=100	 1-800-732-2677 www.petsafe.net C=0 M=0 Y=0 K=100

MISCELLANEOUS
 FOR PET PROTECTION




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SINGLE ANIMAL ICONS



up to 40lbs



up to 20lbs



up to 12lbs



100+lbs



up to 100lbs



up to 40lbs



up to 15lbs

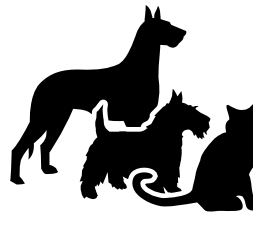


up to 10lbs

COMBINATION PET ICONS (WHEN SIZE IS NOT RELEVANT)



Dog & Cat



All Dogs & Cats

COMBINATION PET ICONS (WHEN SIZE IS RELEVANT)



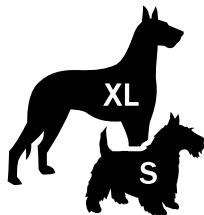
up to 40lbs



up to 25lbs



up to 15lbs



up to 220lbs



up to 100lbs



up to 40lbs



up to 15lbs



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Additional Icons



In-ground Fencing



Paws Away



Wireless Fencing



Ultrasmart In-ground



Compatibility Icons

Door Icons



Dog House



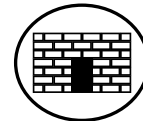
Panel Door



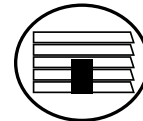
Traditional Door



Wall Entry



Brick



Wood Frame



Correction Levels



Coverage Area for Fencing



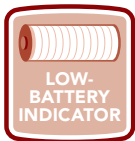
Coverage Area for Paws Away



Portable



Collar Neck Size



Low Battery Indicator



Tone Plus Correction



Rechargeable



Waterproof



Correction Intensity Levels

PetSafe Elite Icons



Pet Toy Size Icons with Breed Recommendations



LARGE
For dogs over 50 lbs.
Retriever • Shepherd • Boxer



MED/LG
For dogs 25-65 lbs.
Collie • Dalmatian • Husky



MEDIUM
For dogs 20-50 lbs.
Beagle • Spaniel • Border Collie



SMALL
For dogs 8-20 lbs.
Yorkie • Jack Russell • Pug

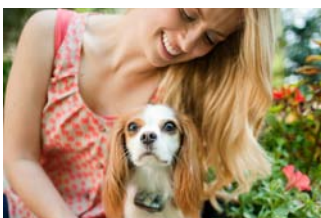


X-SMALL
For dogs under 10 lbs.
Teacup Breeds



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PHOTOGRAPHIC & VIDEO STYLE



Photography

The best moment with a pet must always be the focus of photography. This should include the solution provided by our products. Bright imagery should be used and the pets and owner should be clearly visible. The emotion communicated by the imagery should be real and authentic. Whenever possible, actual owners and their pets should be used for photo shoots. This authentic relationship comes out in the photography rather than models and talent pets. Consumer photographer must show proper use of PetSafe products. Products showing only a pet without an owner or PetSafe product should be used sparingly.

Video

Brand videos are developed to provide consumers with access to information that enables their pet ownership experience to be a memorable one. Videos are designed to influence consumers to buy and/or to provide product support. Videos are an extension of the consumer brand experience. Videos should be presented as relatable by the consumer and widely be applicable to PetSafe retail customers. Videos focusing on selling a product more directly, should be shorter in length, be upbeat, and demonstrate positive energy. Product support videos should focus on effectively communicating the technical function, set up, or trouble shooting of a product.

Videos should show case pets and owners or the product as much as possible. “Talking heads” and settling based shots should be limited. All visual elements used in videos should follow the brand guidelines.

Location

The choice of location should follow a number of simple rules. Namely, the location should be: applicable to the product, clean and clutter-free, credible, contemporary, current in attitude, and aspirational.

A location should reflect an accessible dream of a best moment with their pet for the consumer. It should portray a location that would enable a consumer to experience a best moment with their pet. The location should not be over emphasized.



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People

The emphasis will be on people interacting with their pets in a way which supports the product positioning. Elements of the product or solution provided by the product must be shown in relevant, real circumstances. Avoid the use of excessive tattoos, piercings, jewelry, or edgy hair or makeup. A balance of gender, ethnicity, and age in people should appear in imagery whenever possible.

Pets

The emphasis will be the pet in a best moment or experiencing a behavior solution. The pet must always be clearly visible and obvious in an image. Undesired behaviors may be used when the focus of the collateral is solutions based. A balance of breeds in pets should appear in imagery whenever possible. Pets should not be unhealthy, hurt, and appear aggressive.

The use of photos and video and the acquisition of photography or videos should be done in full coordination with the Photography Coordinator and/or Video Coordinator. Photo shoots should be coordinated in conjunction with the availability of preliminary marketing collateral in which the photo will be used, especially in the case of packaging. Packaging die-lines should be available and provided to the photographer prior to the shoot. A complete script for any video should be developed in advance of the shoot and provided to the Video Coordinator. For planning purposes, allow for 8 weeks planning of photography and video shoots.



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Communication Channels

3D channels

Retail - Brand at retail is the key moment of truth with our customers. It is where they experience the brand in three dimensions, being able to touch, experience and buy our products. Over time, the retail environment must change to bring our brand to life. This should be achieved in the following manner of importance:

1. **MAKE AN IMPACT:** The motto of in-store marketing is, “Unseen is Unsold.” No amount of brand consistency or relevant messaging will serve its purpose if its never noticed. However, making an impact should be relevant and not be obnoxious to the consumer. (**Contingent on retailer input**)
2. **SUPPORT THE PETS SAFE BRAND:** Displays, signage and other category management tools should support the look and feel of the PetSafe brand while also being consistent in message and tone. Consistency does not mean duplication and allowance should be made to emphasize the strengths of the retail channel without being subject to mirroring exactly what was done in other mediums. (**Contingent on retailer input**)
3. **BE RELEVANT:** By positioning our products and our brand in the mind of the consumer and in the physical location of the store where it makes the most sense. For example: A temporary corrugated display of In-Ground Fences placed in the Lawn and Garden section of a Home Channel retailer during the springtime, with a message that highlighted the benefit of being able to protect the pet owner’s investment in their yard.

Consumers go shopping for goods and services that are relevant to them, and springtime at a Home Channel retailer means investing in one’s yard is very relevant. If a display of our In-Ground Fences were placed in Lawn and Garden, with the appropriate messaging and position, then all of a sudden our product and our brand becomes relevant to the consumer on that particular shopping trip.

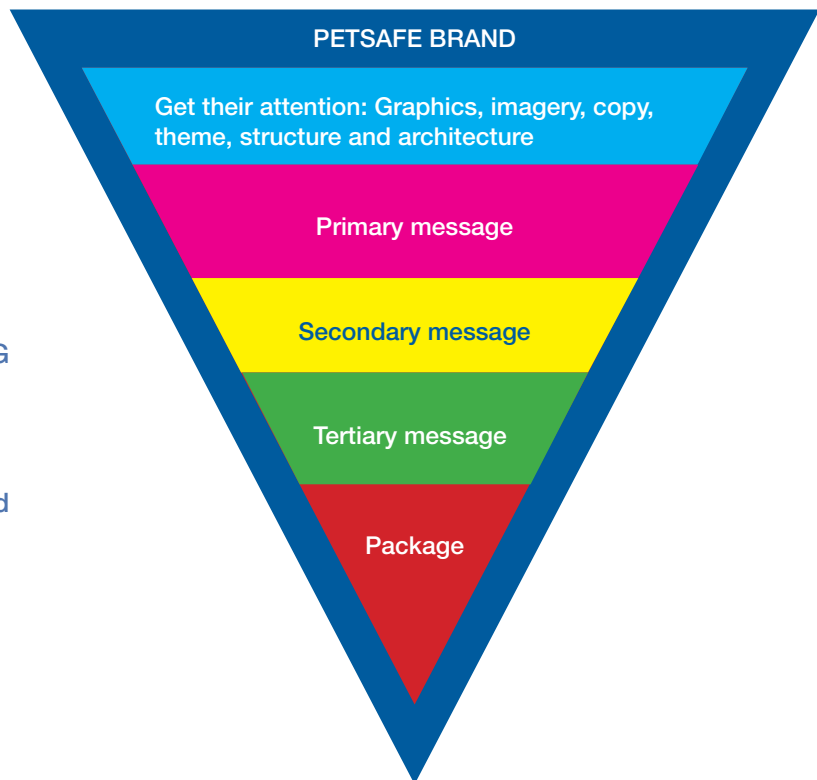
4. **HIGH-LEVEL MESSAGING:** K-I-S-S (Keep it simple, stupid) Let packaging dig a little deeper and let web and user guides do the heavy lifting. (**Some categories and display types may require more information than others. For example, if our electronics are behind lock-and-key where the consumer cannot access more information, versus a floor display for the Outdoor Bark Control**)



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5. ARRANGE/PLAN-O-GRAM PRODUCT SO IT IS EASY TO SHOP: Nothing loses a sale quicker than inconveniencing the consumer. Make sure products are arranged in such a way that they are easily shopped.

IN-STORE MARKETING PRESENTATION:
It's like "Goin' Fishin'": presentation should hook the consumer and reel them in to pick up and engage with the package.



Trade shows and events – At tradeshows and events, PetSafe is often in direct visual competition - and not just from other pet product manufacturers. To stand out, a different, stronger, more emotional design language has been developed. This design language involves strong color, primary brand attractors and the use of the latest technology to communicate, involve and inform, interact with customers. It also provides a backdrop to the ever-changing messages for each new product.

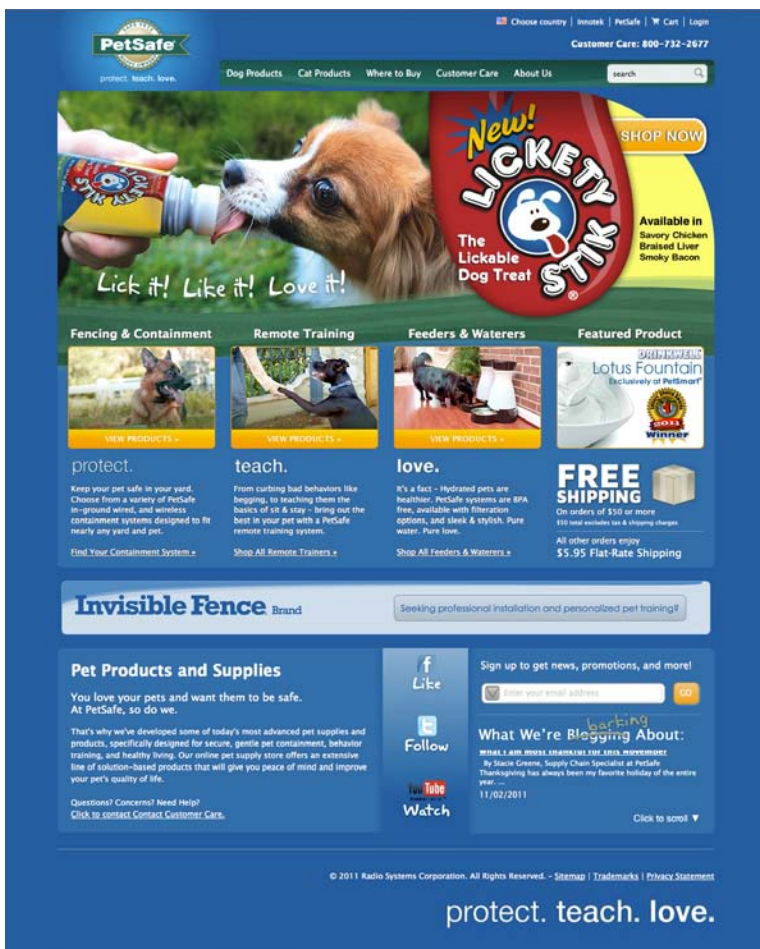


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2D channels

On-line/interactive – Communication on the web is a critical part of our business and how we deliver on the brand experience for consumers. Consumers are able to experience the brand through the website while learning about our products, choose the right product to meet their need, and participate in social networking with other pet owners and PetSafe’s loyal fans. The image below represents the brand elements that we will deploy to provide the brand experience on the web.

PetSafe web properties must follow all brand guidelines, using the PetSafe blue as the primary color although white and other subtle background color maybe used. Functionality of any PetSafe web property should be as open, easy and accessible as the brand itself. All sites should have a friendly and engaging feel. The specific elements of PetSafe.net have not yet been defined, although PetSafe.tv is provided as a reference for web properties development.





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Email Communications

Email promos build our brand within our existing customer base and support word of mouth advertising. Email promos shall establish the emotional connection of the best moments in pet ownership first through text and imagery, followed by a short pitch or offer.

PetSafe seeks quality over quantity when it comes to our email lists. Our goal is to have a highly engaged list of consumers and provide superior brand experience through email. Therefore, all emails collected from consumers must have a clear opt-in for email communication from PetSafe, either when the address was originally collected or through an introduction email that provides an opt-in. The opt-in must require the consumer to actively elect to receive email through a check box, button click, or similar action and indicate to the consumer what types of emails they can expect from us by opting in. This approach has the added benefit of ensuring PetSafe emails are not considered spam, preserving our brand integrity.

PetSafe develops marketing emails based on our promotions calendar which is developed based on the seasonality of our products. Each marketing email is designed drive the consumer to PetSafe.net either for product information or through engaging brand content. Emails should typically follow the basic format provided in the example shown. The marketing team works closely with SBUs and SSUs to ensure the content of emails is accurate and any products advertised in the email are available for purchase. Groups wishing to plan a marketing email should allow 3-4 weeks for planning, design, testing and delivery.

For questions about email and email address validity, please contact the Digital Marketing Specialist.



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Packaging

PetSafe relies heavily on the expression of the brand through product packaging to drive to consumers to purchase. Product packaging must provide a consistent and positive brand presence across all categories of product while providing enough differentiation to help the consumer shop. Examples have been shown to illustrate packaging guidelines for the PetSafe brand. For each product category, placement of brand elements should be consistent across the category for shopping ease. For example: in the training category; the icons, product names and key benefits should be in the identical location on each product so that consumer can easily recognize and differentiate between products.

Messaging, layout and icons – The best years tag should not appear on packaging. Rather, this space shall be used to call out the specific solution or value statement of the product. See Page A.5 for guidelines in developing a best moments statement. The product name should be the largest font on the box. The PetSafe logo shall appear in the lower center of the box or the top left corner of the box. The pet sizing icon shall appear at 50% of the box background color when appearing on the blue background. The correction or other product feature icons shall appear in the same location on the box across the product category as determined by the Category Manager.

Imagery – Imagery used on packaging should display the best moments the product provides and should be in accordance brand photography guidelines.

Features and Benefits – Product features and benefits should appear on the package and be prioritized based on level of importance to the consumer.

Good, Better, Best – PetSafe leverages a good, better, best strategy within many of our product categories to provide our consumers with options. As such, our good products have fewest features, are the lowest price point, and are presented using white as the primary color for packaging. Our better products have more features than our good products, are the middle price point, and are presented using the full PetSafe Brand graphical elements. Our best or elite products have the greatest number of features in the line, are the highest price point, and are presented using silver and blue as the primary colors on the packaging. In general, packaging should follow the basic examples below. For questions or packaging services, please contact the POS Manager.





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Packaging Language Requirements

PetSafe has the unique privilege to deliver our products in multiple languages and internationally. This can present new challenges for presentation of product information. Our retail channels often have specific requirements for multi-language packaging. In many cases, there is an opportunity for gained effectively and streamline for products by consolidating our practice for multilingual packaging. This section provides an overview of language requirements for PetSafe products.

Whenever possible, it is recommended that a single language be presented on single packaging side to provide for a cleaner presentation. If spacing is an issue, please meet with the SBU and brand teams to discuss possible options.

PetSafe Premium U.S. (Pet specialty)

English only

PetSafe Select U.S. (Home channel)

English, French, and Spanish required

Guardian by PetSafe (Mass Channel)

English, French and Spanish required

Specific brand guidelines for international packaging have been developed by country and are published separately. These are available through the Marketing Manager for the International team.



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Electronics – Design Samples

PetSafe electronic products: containment, bark and training, use each element of the brand in the tradition sense. Typically, containment photography is represented through a best moment in the yard with the pet. Bark and training products show a best moment of the pet behaving ideally and the owner enjoying the pet.





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Doors – Design Samples



PetSafe pet doors leverage all of the brand visual elements. The category uses additional colors that indicate door sizes to help consumers shop. Through testing and experience, we have found that consumers need to see the door independent of the pet as a part of their purchase decisions process. Keeping the consumer in mind, door packaging does not use best moment photography to the letter of the brand book.





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Drinkwell – Design Samples

PetSafe Drinkwell products employ all of the brand visual elements as well as water elements to highlight this category. In addition, the best moment provided by a Drinkwell product is represented through the pet using the fountain or bowl.

Come see the **DRINKWELL** hydrate

INTRODUCING the 1st universal pet H₂O filtration system that works in every pet's water bowl.

BOOTH #2757
First 50 to bring this ad, receive a free PetSafe® Ethos™ t-shirt.

PetSafe®
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SCAN to see the hydrate in action

Come see the **DRINKWELL** hydrate

INTRODUCING the 1st universal pet H₂O filtration system that works in every pet's water bowl.

BOOTH #2757
First 50 to bring this ad, receive a free PetSafe® Ethos™ t-shirt.

PetSafe®
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SCAN to see the hydrate in action

Drinkwell
PLATINUM

DRINKWELL Platinum

A Waterfall of Health for Your Pets!

- Patented free-falling stream entices pets to drink more
- Helps prevent urinary and kidney diseases in pets through increased hydration
- Convenient supply of fresh, filtered water

PetSafe®
SAFE PETS
HAPPY OWNERS

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Busy Buddy Toys – Design Samples





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Gentle Leader – Design Samples

Gentle Leader[®]

HEADCOLLAR

NOT a muzzle... it's a headcollar!

Stops Pulling, Lunging, Jumping & other unwanted behaviors

- Immediate, Gentle Control
- Painless, Never Chokes
- Includes Training DVD

#1 Headcollar
Recommended by Vets & Trainers

Best Moments Gentle Leader Tagline

see top for breed examples

25 - 60 lbs

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COLOR: Black



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Likety Stik – Design Samples





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PowerPoint® Template

The following template is provided for use with powerpoint presentations. White text should be used in title/thesis section of the slide. The full template should be used whenever possible. If additional space is needed on slides for tables or large graphics, the top blue banner may only be used.

PowerPoint® slide guidelines:

- Use complete thesis statements as headers
- Use less than 7 primary bullets to communicate key points
- Key points should support your thesis statement
- Do not use a period at the end of bullets
- Keep points short and to the point
 - Use sub-bullets to communicate secondary elements and items in a series
 - Follow the same less than 7 guideline for sub-bullets
 - If you have one bullet, you should have two, or use a statement and no bullet





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Manuals

Each product manual for PetSafe products shall open with the following statement:

Thank you for choosing the PetSafe brand. You and your pet deserve a companionship that includes memorable moments and a shared understanding together. Our products and training tools promote a lifestyle of protection, teaching and love; essentials that influence memories for a lifetime. If you have any questions about our products or training your pet, please visit our website at www.petsafe.net or contact our Customer Care Center at 1-800-732-2677.

In addition, each manual shall be written using the “best moments” brand voice guidelines.





MARKETING & CONSUMER
RELATIONSHIPS



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C :: MARKETING & CONSUMER RELATIONSHIPS

p C1 **Brand Delivery Through Common Assets**

p C2 **Marketing Campaign Creation**

p C3 **Advertising**

p C4 **Social Networking**

p C5 **Public Relations**

p C7 **Consumer Relationship Management**



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Brand delivery through common marketing assets

Our brand is experienced by consumers through our marketing assets. Marketing assets grow and change over time. This section of the brand book is designed to support on-going development of key marketing assets and guidelines for delivery of the brand through those assets.

Product – Our products deliver on the brand experience. They not only provide a solution for consumers’ pet issues, but also set an expectation for the brand experience. In this way, the consumers’ interface, the hands-on experience of interacting with our products, is critical to the brand. Our primary objective is to have a product that is of a quality equal to or greater than the consumer’s expectations for the product and all the support for its use.

Brand considerations shall be integrated into the development of new products, such that the consumer interface with products supports the best moments brand.



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Marketing Campaign Creation

PetSafe seeks to grow our brand and product awareness through marketing campaigns. Marketing campaigns are designed based on the specific goals of the brand and the product. Campaigns should always further the awareness of the PetSafe brand while raising awareness of products. Marketing assets created as a part of a campaign must follow the brand guidelines while creatively bringing the uniqueness of the product to life. Campaigns are created by gathering the following information and presented in the form of a campaign plan.

- 1. Summary of Data** – This section summarizes a series of marketing research studies to assess the following:
 - i. Pet Owning Population and Target Market Profile – consumer pet behaviors, needs, analysis, product expectations, likely advertising vehicles, and consumer expectations for each area of the product and marketing.
 - ii. Situational Analysis – what will the product offering be, will good/better/best be presented to the consumer.
- 2. Marketing Objectives** – what are the key objectives the marketing campaign is designed to accomplish. These may be sales, awareness, PR and/or media objectives.
- 3. Marketing Strategy** – this is the specific marketing strategy for the campaign developed by defining the Target Consumer, stating the Value Proposition for the product, determining the Messaging for the product such as features and benefits. This should also provide a SWOT analysis for the product including competitive targets.
- 4. Marketing Program** – The plan should include the specific elements the marketing program and marketing mix used to achieve the objectives.
- 5. Metrics** – the plan should also include what metrics will be monitored and reported to ensure the success of the campaign.

For question and support in marketing campaign development, please see the Brand Manager or Director of Marketing.



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Advertising

PetSafe leverages advertising to support the sale of PetSafe products and to grow the brand. Any advertising created under the PetSafe brand must leverage the PetSafe brand visual elements and voice guidelines unless approved by the Brand Manager to achieve a specific target purpose. The goal and intended audience of an ad should be documented in a larger marketing strategy for the product.

Ad Visuals and Voice

Each ad shall include the PetSafe logo and be presented to provide balance to the ad. Whenever possible the green banner and best moments statement should be considered for the ad. Best moments photography should be used that achieves the purpose of the ad and best captures the attention of the audience. Stock photography should be avoided in ads. Ads should have balance, leverage the use of white space, and showcase the product or brand appropriately. The tag line used in the ad may not necessary follow the best moments statement guidelines if needed.

PetSafe ads shall be designed based on the specific audience in mind and be appropriate for the environment in which the ad will appear. Ads should be creative and clear enough to grab the viewer in 3-5 seconds. Every ad should have a strong, audience appropriate and measurable call to action.

Caution should be used to ensure PetSafe ads do not compete with other RSC brands. Prior to placement, any PetSafe ad must be submitted to the marketing team for review and approval. Whenever possible, ads should be tested with consumers in advance of placement to ensure the intended objective is achieved.

Each ad should have an tracking method or feedback method for report purposes to determine the ads level of success.

your yard. their playpen.
enjoy the freedom of a **wireless** pet fence.

Stay + Play

Wireless Fence

UP TO 3/4 ACRE
100% BATTERY
dogs 5 lbs. and up

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available at: **PETS M A R T** **TRACTOR SUPPLY CO.** **PETCO**

learn more at: StayAndPlayFence.com



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Social Media

Social media brings our brand to life online and provides a casual environment to engage directly with our customers. As consumers seek to understand the brands they purchase from, social media showcases our values, personality, and leadership in the pet industry.

PetSafe Social media is:

- Relationship driven with active and valuable content. Conversion happens by turning raving fans into brand advocates, customers, and research participants
- Focused on the consumer with 80 percent of content on general pet ownership, specifically pet wellness and training and 20 percent about our company and products.
- Purposeful and planned, including strategy, crisis management, content testing, and metrics.
- Dynamic with a unique style and culture on each social channel. For example, Twitter and Facebook each require different content, strategy, and engagement levels.
- Consistently delivered through daily attention. A stagnant page is worse than no page. Fresh conversation is required.

Social media encompasses with brand voice, values, and guidelines. To deliver a complete best moments experience, one page is built per platform for PetSafe. Sub-brands and emerging categories are supported and integrated into PetSafe pages. One central community provides the opportunity to cross promote our products, present a united brand story, and provide a variety of related content to our fans. Additional sub-brands and international markets pages may be created as the market justifies a separate page and audience.

Consumers play a big role in our social networking. It is possible for negative comments to exist in the social networking environment. The goal of our social networking program is not to correct every negative comment but rather to provide more positive content that speaks louder and eventually dilute and drown out the negative.

Our social networking embraces loyal fans of our brand. PetSafe has established its own social networking site, mypetsafe.net. RSC associates are asked to participate in social networking in support of the PetSafe brand as appropriate for their respective area of responsibility. When representing the PetSafe brand or RSC, associates are to be respectful, ethical, and conduct themselves in accordance with the brand values.

Our presence in social networking sites requires ownership and moderation by key team members having understanding of our brand and products. If any associate has questions about social networking, consult our Social Media content moderator for the PetSafe Brand or the Director of Marketing.



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Public Relations

PetSafe seeks to leverage positive PR opportunities in order to build awareness of our brand and products. PR can often provide significant reach to an audience otherwise untapped however we may have less control of the message. This makes consistency in PR even more paramount. Effective PR begins with choosing the appropriate opportunities that complement the mission and values of RSC and the PetSafe brand. All PetSafe releases are sent to the Pet Trade distribution list, at a minimum, and locally, nationally, or internationally as appropriate. Please contact the Brand Manager for information on press release distribution.

Press Releases

Press releases are developed to provide media outlets, key influencers, and customers with key information about our company and products. Each press release should be developed to grab the attention of the reader, appear newsworthy and invite further inquiry. Each press release should include the PetSafe logo, a meaningful quote from a key stakeholder of the subject of the release, and the following closing statement:

About PetSafe®

Headquartered in Knoxville, Tennessee, PetSafe® leads the industry in the development of innovative pet behavior, containment, lifestyle product solutions and services. Visit: www.petsafe.net.

Product Releases

Press releases should be developed for any new product that PetSafe brings to market. Product release should highlight the features and benefits of the product as well as provide information on how the product will change the industry or positively impact consumers. In addition, a product release should provide information on where the product can be purchased.

All press releases must be reviewed by the Director of Marketing prior to release.

Representing PetSafe in an PR setting

Media outlets often choose to interview members of the PetSafe team as a part of developing a media story. Associates are encouraged to represent the brand openly, effectively, and clearly. When representing PetSafe in this environment, associates should seek out the Marketing team for talking points specific to the subject matter. Associates should plan to wear a PetSafe logoed shirts if they will appear in photos or video. In this instance, associates should remember they are representing the Best Moments brand and should seek to embody the brand essence in their person and speech.

Further, if you are representing the PetSafe brand specifically, refer to the company as PetSafe. If you are representing RSC, refer to the company as RSC and seek to mention the PetSafe and our other brands if possible.



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Public Affairs

The official PetSafe press pack design supports the PetSafe brand for media, industry outlets, and complements tradeshow and events support. The press pack is our presentation to mass media of our brand. It provides information on our brand, company and products. Because of its importance in presenting the brand to the media, it is reviewed and updated quarterly.

For each media opportunity specific spin objectives will be developed for the RSC representative based on the opportunity, media outlet, and timing.



PetSafe press pack



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Customer Relationship Management

Managing and supporting the relationship with our consumers after the sale of products is just as important as to getting the sale. Customer Relationship Management is another vehicle for consumers to experience our brand.

Testimonials and Reviews – Consumer reviews and testimonials help add legitimacy to our brand. Testimonials and reviews which support or echo back the best moments brand and its values shall be solicited and published within our marketing assets.

Customer Satisfaction Surveys – Surveys are designed to ensure that we are consistently providing a great experience to our customer. Often we use surveys to monitor our products, purchase experience (on-line and call center), and support tools (knowledge base, videos, call center). Customer surveys shall include the following reference, slight variations to this text are acceptable.

“Thank you for choosing the PetSafe® brand. We are committed to giving you more of the best moments with your pet. As such, we want to hear from you...”

Customer Care Training – All customer care associates have an opportunity and responsibility to create a great brand experience for our customers. Customer care associate training is designed to help customer care specialists represent the brand in a conversational way. Brand representation is a part of the specialists evaluation.

Product Policy – Product policy is important to our brand as it defines how we will support our products through warranty, returns processing, and the availability of spare parts. All product policy decisions should give consideration to the brand. Product policy should support a great brand experience for the consumer.





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D :: TRADEMARKS

p D1 Trademarks

Forms

p D2 Photographer Agreement

p D6 Photographer Project Summary Form

p D7 Model Release Form



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Trademarks

Trademarks held within the PetSafe® brand ensure protection of our brand equity in the market place. Our strategy for trademark protection is based on conservatism through the use of the PetSafe brand. This section provides a listing of PetSafe brand trademarks and how they shall be represented within marketing assets. When a new mark is recognized as requiring legal protection by a trademark, it will go through the RSC trademark process.

PetSafe Brand trademarks fall into one of three categories:

- Strategic trademarks** - protecting the primary PetSafe brand
- Support trademarks** - represent sub-brands and/or provide a customer valued differentiation such as patented technology or a line of products that is unique to the PetSafe brand.
- Tactical marks** – are maintained under common law protection for a finite time period.

The table below lists registered and trademarked terms within the PetSafe brand.

REGISTERED TRADEMARKS

ABOISTOP®
ADD-A-DOG®
AQUA GARDEN®
BARKENDER®
COMFORT-FIT®
CONTAIN 'N' TRAIN®
DRINKWELL®
DRINKWELL PLATINUM®
FENCEMASTER®
FREE SPIRIT®
FREEDOM®
GUARDIAN®
HYDRO-GO®
INNOTEK®
INNOTEK & Design®
JOHNSON®
LICKETY STIK®
LITTER BUDDY®
MULTIVET®
PAWZ AWAY®
PERFECT BARK®
PETSAFE®
RADIO FENCE®
RADIO SYSTEMS®
READYTEST®
SAFE PETS, HAPPY OWNERS®
SCATMAT®

SCOOPWELL®
SIMPLY CLEAN®
SMART DOG®
SPRAY COMMANDER & Design®
SSSCAT®
STAYWELL®
THE ORIGINAL PET FOUNTAIN®
TRACK & TRAIN®
ULTRASMART®
UNDERGROUND FENCE®
UNLEASHED TECHNOLOGY®
VENTURE SERIES®
VENTURE SERIES & Design®
WIRELESS LEASH®
ZONES®

PENDING REGISTRAION/Common Law Trademarks

ADD-A-PET™
COTTAGEVIEW DOG KENNEL™
EATWELL™
EXTREME WEATHER PET DOOR™
E-Z ROOF™
GARDEN GHOST™
GIVE A LICK™
GRANDVIEW DOG KENNEL™
HEALTHY PET FOOD STATION™
HEALTHY PET KENNEL STATION™

HEALTHY PET WATER FILTER™
HEALTHY PET WATER STATION™
HEATED WELLNESS BED™
HEATED WELLNESS CUSHION™
HEATED WELLNESS PAD™
HEATED WELLNESS SLEEPER™
HY-DRATE™
INSTAFIT™
LICKETY STIK & Design™
NANO™
PERFECTFIT™
PET PAGER™
PROTECT. TEACH. LOVE.™
RAPID RAMP™
SLIMCAT™
SMART PET DOORBELL™
SMARTDOOR™
SMARTKEY™
SPRAY COMMANDER™
STAY + PLAY WIRELESS FENCE™
SUNBLOCK TOP™
ULTRALIGHT™
UNIVERSAL PET BED WARMER™
WIRELESS PET CONTAINMENT SYSTEM™
YARD & PARK™

“If you don’t want to quit, no one can make you.” – Randy Boyd

PHOTOGRAPHER AGREEMENT

THIS PHOTOGRAPHER AGREEMENT (“Agreement”) is made and entered into effective as of _____, 20__, by and between Radio Systems Corporation, a Delaware corporation with principal offices at 10427 Electric Avenue, Knoxville, Tennessee 37932 (the “RSC”), and _____, an individual with offices at _____ (“Photographer”).

WITNESSETH:

WHEREAS, RSC has in the past engaged and desires to continue to engage Photographer as an independent contractor to take photographs on behalf of and for the benefit of RSC from time to time; and

WHEREAS, RSC and Photographer desire to formalize the terms of their relationship in this Agreement;

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Scope of Services.

(a) In the event that, during the term of this Agreement, RSC desires to have Photographer take photographs on behalf of and for the benefit of RSC, RSC shall provide Photographer with at least _____ days advance notice of each proposed photo shoot. For each photo shoot, Photographer and RSC will sign an individual project summary in the form set out in Exhibit A attached to this Agreement, which sets out the details of the particular photo shoot (each, a “Project Summary”). Each Project Summary shall be governed by the terms of this Agreement and shall be affixed hereto as an addendum to this Agreement.

(b) Photographer and RSC hereby agree that Photographer shall provide services to RSC under this Agreement in her individual capacity, whether or not Photographer is then employed by RSC or any affiliate of RSC in another capacity, at the time such services are rendered. Photographer may engage the services of any other individuals to assist her in providing the photography services to RSC, provided that RSC shall have the right of approval prior to the engagement of such other individuals.

(c) This Agreement is nonexclusive. Nothing herein shall be deemed to prevent or restrict the right of RSC to engage other persons to provide photography services for RSC.

2. Term. This Agreement shall begin _____, 20__ (the “Effective Date”), and shall continue for an initial period of one year, expiring on _____, 20__. Any extension of this Agreement must be in writing and signed by both parties.

3. Compensation. Each Project Summary shall set forth the consideration to be paid by RSC to Photographer for a particular photo shoot (the “Compensation”). The Compensation shall

not be reduced by any FICA taxes, Social Security taxes, transfer taxes, or any other state or federal taxes. Payment of all applicable taxes arising out of payment of the Compensation set forth in this Agreement shall be the sole responsibility of Photographer. Unless Photographer and RSC otherwise agree in writing, any payment provided under this Agreement for Photographer's services shall be made only to Photographer. Photographer shall be solely responsible for the compensation of any individuals that Photographer may engage (upon approval of RSC) to assist in the providing of photography services to RSC.

4. Duties, Extent of Services. Photographer shall in her individual capacity provide services as an independent contractor as a photographer, for work requested by RSC, assist in creative direction of a project and shall perform such duties and responsibilities as are typically incident thereto. Photographer shall perform in a faithful and competent manner such additional duties as may be reasonably requested by RSC from time to time. Such duties shall be performed on an as needed basis for RSC at whatever location RSC shall reasonably designate or as the interests of RSC may reasonably require.

5. Ownership of Work Product

(a) As between Photographer and RSC, Photographer agrees and warrants that RSC shall own all worldwide right, title and interest, including, without limitation, the copyrights, in and to all intellectual property resulting from Photographer's performance of services hereunder (collectively, the "Work Product"), are works "made for hire" for all purposes of the applicable intellectual property laws, free and clear of any claims by Photographer or any other person, firm or corporation, or their respective heirs, representatives, successors and assigns. Alternatively, Photographer hereby expressly grants, conveys and assigns to RSC the entire worldwide right, title and interest in and to the Work Product, including, without limitation, the copyrights therein. To the extent, if any, that Photographer may be deemed an "author" of any Work Product, Photographer hereby further grants RSC a power of attorney, irrevocable and coupled with an interest, for RSC, in Photographer's name, to apply for and obtain, and on obtaining same, to assign to RSC all such renewal and extension rights and to execute any and all documents RSC deems prudent to evidence RSC's ownership of the Work Product and to secure any and all rights therein. To the extent Photographer has any moral rights (droit moral) or similar rights under the law of any jurisdiction in any of the Work Product, Photographer expressly waives those rights. Photographer waives any right to have the Work Product attributed to her or to prevent the Work Product from being modified, edited, transformed, or otherwise adapted as RSC may deem necessary or desirable. Photographer agrees to give RSC, or any person designated by RSC, all assistance reasonably requested by RSC to effectuate the provisions of this paragraph, including, without limitation, the execution by Photographer, or procurement from any of contractor, employee or agent of Photographer, of written assignments in a form acceptable to RSC.

(b) Photographer hereby warrants and represents that she has the authority to enter into this Agreement and to grant RSC all rights in the Work Product created hereunder. Photographer also warrants and represents that the Work Product will not infringe the copyrights, trademarks, trade dress, trade secret or other intellectual property or proprietary rights of any third party. Photographer agrees to indemnify and hold RSC harmless from any and all claims and/or damages, including reasonable attorney's fees, occasioned by any breach of this warranty.

6. Severability. The parties to this Agreement hereby expressly agree and contract that it is not the intention of either party to violate any public policy, or any statutory or common law, and that if any paragraph, sentence, clause or combination of the same of this Agreement shall be in violation of the laws of any state where applicable, such paragraph, sentence, clause or the combination of the same shall be void in the jurisdictions where it is unlawful, and the remainder thereof shall remain binding on the parties hereto. It is the intention of the parties to make the covenants of this Agreement binding only to the extent that they may be lawful under existing applicable laws. In the event that any part of any term or covenant of this Agreement is determined by a court of law or equity to be overly broad or otherwise unenforceable, the parties hereto agree that such court shall be empowered to substitute, and it is the intent of the parties hereto that such court substitute, a reasonably judicially enforceable term or limitation in the place of such unenforceable term or covenant, and that as so modified this Agreement shall be fully enforceable.

7. Entire Agreement; Modification. This Agreement constitutes the entire agreement between the parties and supersedes any and all prior understandings or agreements with respect to this subject matter hereof. Any amendments, modifications, changes or additions hereto must be in writing and signed by both parties.

8. Assignment. The rights and benefits of Photographer under this Agreement are personal to Photographer and shall not be assignable by Photographer.

9. Notice. The references to the notice periods of certain “days” contained in this Agreement shall mean calendar days. Any notice provided for in this Agreement shall be delivered to Photographer at: _____ and to RSC at: Radio Systems Corporation, c/o Travis Vickery, 10427 Electric Avenue, Knoxville, TN 37932. All notices, requests, demands, payments, consents and other communications hereunder shall be transmitted in writing and shall be deemed to have been duly given: (a) upon personal delivery to the party to whom the notice is directed, if hand delivered or sent by a reputable messenger service; or (b) on the third (3rd) calendar day following deposit of such notice with the U.S. Postal Service by certified mail, postage prepaid.

10. Waiver. The waiver by any party to this Agreement of a breach of any of the provisions contained herein shall not operate or be construed as a waiver of any subsequent breach.

11. Disputes and Governing Law. This Agreement and the rights of the parties hereto shall be governed by, construed, and enforced in accordance with the laws of the State of Tennessee without giving effect to its conflict of laws, principles or rules. All litigation concerning this Agreement or the relationship, rights, and duties of RSC and the Photographer shall be maintained in a court of competent jurisdiction in Davidson County, Tennessee and the parties hereto waive all defenses of lack of personal jurisdiction and forum *non conveniens*.

12. Costs. A party who prevails in enforcing rights and remedies under this Agreement shall (in addition to any other relief available hereunder) be paid by the other party all costs, fees and expenses, including reasonable attorneys’ fees, incurred by the prevailing party in enforcing such rights and remedies.

13. Counterparts. This Agreement may be executed in counterparts, each of which shall be an original and all of which, collectively shall constitute one and the same instrument.

14. Independent Contractor. Photographer is an independent contractor and shall not be considered an employee, agent or legal representative of RSC for any purpose related to this Agreement. Photographer agrees that she will not take any action or make any statements contradictory to or inconsistent with her status as an independent contractor. Neither Photographer nor any director, officer, agent, or employee of Photographer shall be or be considered to be an employee or agent of RSC for purposes of this Agreement and the services provided hereunder. Nor shall this Agreement be deemed to constitute a partnership, joint venture, agency or to create a fiduciary relationship of any kind between RSC and Photographer. Photographer is not granted and shall not exercise the right or authority to assume or create any obligation or responsibility, including, without limitation, contractual obligations and obligations based on warranties or guarantees, on behalf of or in the name of RSC. The detailed operations of Photographer under this Agreement are subject to the sole control and management of Photographer. Photographer shall work under her own supervision and control. Photographer agrees that she will incur no expenses chargeable to RSC, except as may be specifically authorized in advance in writing in each case by RSC.

15. Taxes. No federal, state, and local income taxes or payroll taxes of any kind shall be withheld or paid by RSC on behalf of Photographer or any employees of Photographer. Photographer shall not be treated as an employee with respect to the services performed hereunder for federal, state, or local tax purposes. Photographer understands that she is responsible for paying, according to law, Photographer's income taxes. Photographer further understands that she may be liable for self-employment (social security) tax, which shall be paid by Photographer according to law. No workers' compensation insurance shall be obtained by RSC covering Photographer or any employees of Photographer. Photographer shall be responsible for the payment of all such taxes and shall comply with applicable workers' compensation laws concerning Photographer and any employees of Photographer. At the request of RSC, Photographer agrees to provide RSC with proof of the payment of any such taxes within ten (10) days following any such request.

IN WITNESS WHEREOF, RSC and Photographer have executed this Agreement on the day and year first above written.

PHOTOGRAPHER:

RSC:

RADIO SYSTEMS CORPORATION

By: _____

By: _____

Title: _____

Title: _____

EXHIBIT A

PROJECT SUMMARY

This Project Summary is subject to and governed by the terms and conditions of that certain Photographer Agreement dated as of _____, 20__, by and between Radio Systems Corporation (“RSC”) and _____ (“Photographer”), which are incorporated herein by reference.

Project Description: _____

Project Location(s): _____

Project Date(s): _____

Project Fee: _____

Date: _____, 20__

PHOTOGRAPHER:

RSC:

RADIO SYSTEMS CORPORATION

Signature

By: _____

Title: _____

RELEASE

1. In consideration of _____ Dollars (\$_____) and other good and valuable consideration, the receipt and legal sufficiency of which I acknowledge, I hereby irrevocably grant to Radio Systems Corporation (“RSC”), its subsidiaries, affiliates, nominees, licensees, and their respective successors and assigns, as well as those acting within their authority (collectively, the “Authorized Parties”) with respect to the photographs, film and/or video or audio tape taken of me by RSC or by a contractor on behalf of RSC (collectively, the “Pictures”), the unrestricted, absolute, perpetual, and world-wide right to:

- (a) reproduce, copy, modify, create derivatives in whole or in part from, secure copyright in, or otherwise use the Pictures, or any part thereof, alone or in combination with or as a composite of other matter, including, but not limited to, data, images, web pages, photographs, illustrations, animation and graphics, video or audio segments of any nature, in any media or embodiment now existing or hereafter developed, including, but not limited to, all formats of computer readable electronic, magnetic, digital, laser or optical based media (collectively, the “Works”) for any purpose whatsoever, including, without limitation, for advertising, merchandising, publicity or trade purposes or any other lawful purpose whatsoever, in any and all media without territorial, time or use limitations; and
- (b) use and permit to be used my name or pseudonym, whether in original or modified form, my physical likeness and, if applicable, voice, in connection with the Pictures and/or the Works as RSC or any of the Authorized Parties may choose, in their sole discretion; and
- (c) display, perform, exhibit, distribute, transmit, or broadcast the Pictures and/or the Works by any means now existing or hereafter developed.

2. I hereby waive all rights, including any rights that I may have to inspect and approve the Pictures, the Works, the finished products, and/or the advertising copy, embodying the Pictures and/or the Works, or the use to which they may be applied. I hereby release and discharge RSC and the Authorized Parties from, and shall neither sue nor bring any proceeding against RSC or any Authorized Parties for any claim, demand or cause of action, whether now known or unknown, for defamation, invasion of right to privacy, right of publicity or personality, or any similar matter, or based upon or relating to the use and exploitation of the Pictures or the Works.

3. I agree that there shall be no obligation to utilize the authorization granted by me hereunder or to use the Pictures. I also acknowledge that RSC has paid me the fee set forth in Paragraph 1 of this Release for my services and I have no monetary claims against RSC or any Authorized Parties. The rights granted in this Release shall commence on the date hereof and shall continue in perpetuity, without limitation.

4. I hereby agree to hold harmless, release and forever discharge RSC and the Authorized Parties from any and all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators or any other persons acting on my behalf or on behalf of my estate have or may have, related to or arising out of the taking and use of the Pictures and/or Works.

5. I represent and warrant to RSC that the consent of no other person or organization, including without limitation, any labor organization, is required for me to enter into this Release and that my entering into this Release and granting the rights I have granted herein do not and will not result in a violation of the rights of any other party.

6. This Release contains the full and complete agreement and understanding between us with regard to the subject matter of this Release and supersedes all prior agreements, and understandings, whether

written or oral, with respect to the subject matter of this Release. This Release cannot be amended except in writing signed by and authorized representative of both parties.

7. I warrant and represent that I am over the age of eighteen (18) years and that I am free to enter into this Release. I have read this Release prior to signing it and am fully familiar with its contents. In the event that I am under the age of eighteen (18), I acknowledge and agree that the signature of my parent or legal guardian is required and that my parent or legal guardian has executed this Release in the designated space below.

Date: _____, 20__

Signature

Name (Please Print)

Address

City State Zip

Witness Signature

Witness Name (Please Print)

Address

City State Zip

NOTE: If under the age of eighteen (18), have a parent or legal guardian execute the following: We approve and agree to the foregoing. Our _____ (insert "son", "daughter", or "ward") is _____ years of age.

Parent or Legal Guardian's Signature

Parent or Legal Guardian's Name Printed

Address

City State Zip

Witness Signature

Witness Name (Please Print)

Address

City State Zip





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E :: CHANNEL BRANDS

p E1 **Select**

p E7 **Vet Therapies**



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PetSafe Select Brand Introduction

The PetSafe brand extends into home center retail channels such as Lowe's and Home Depot Stores through PetSafe Select. The PetSafe Select brand extension is different from that of the PetSafe brand in pet specialty stores in terms of product selection, packaging and brand messaging. This section of the brand book describes how PetSafe Select extends the PetSafe brand and how it's represented within this channel.

PetSafe Select Brand Message

PetSafe Select extends the PetSafe brand to the home channel customer in a way that is unique from PetSafe brand. The extension is driven from the motives and aspirations of the home channel customer. The home channel consumer tends to be a D-I-Y'er who shops for home solutions that they create for themselves. This same tendency is brought to life through the best moments brand through a brand message distinction. Where as in the PetSafe Premium brand has a brand message of:

PetSafe brand gives you more of the best moments you can possible have with your pets.

The PetSafe select brand empowers pet owners to be the hero and to create their own best moments with their pet with a brand message of:

PetSafe gives me what I need to create my own best moments with my pet.

PetSafe Selection Brand Distinction

This distinction in brand message frees the PetSafe brand to express the aspirations of the home channel consumers through messaging and packaging. Over time, the products sold under the PetSafe Select brand will also provide for greater distinction for the PetSafe Premium brand by being less feature heavy product assortment. The package design for PetSafe Select supports the streamlining of features within the product. The photography used on packaging for PetSafe Select demonstrates a moment during installation or first use of the PetSafe product; with the pet owner portrayed as the happy hero enjoy their pet with the product. This installation/first use moment will vary significantly from product to product.



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Color and Textures

The color palette for the Select channel has a darker aesthetic when it comes to color and use of texture. The secondary color palette (icons, etc) utilizes varying degrees of a neutral tan in order to mesh with all degrees of category colors. The main, category color uses a blend of two textures and a color. The textures are a light, mono toned blue jean overlay, and a gradated set of stripes at a 15% opacity. The background color will be in line with the specific category color, which will be chosen within each SBU.



Main, category color (DIY-C is shown to the left) is not one specific color. Utilizes texture and stripe overlay (at 15%) to produce an amalgam color. The Select pieces will use a darker, more earth tone variation on the standard PetSafe category colors.



Title ribbon can vary in size, depending on the size of the product name, but the colors need to remain the same. 0 | 0 | 25 | 32.5 = tan; white stripe; 100 | 70 | 10 | 0 = blue. The PetSafe "halo" also needs to be used in the background, with the size dependent upon the relative size of the logo.



Icon color will be a neutral tan color with a light shadow around the edge of the inner circle. 0 | 0 | 50 | 60 = dark, outer tan; white stripe; 0 | 0 | 25 | 32.5 = light, inner tan; shadow = 0 | 0 | 0 | 100 at 15% opacity, with a gaussian blur applied.



The Benefits block, like the Icon above, will be a neutral tan color with a light shadow around the edge of the inner circle, and an overlay of the stripes from the category color portion. 0 | 0 | 50 | 60 = dark, outer tan; white stripe; 0 | 0 | 25 | 32.5 = light, inner tan; shadow = 0 | 0 | 0 | 100 at 35% opacity, with a gaussian blur applied; stripes = gradient from category color portion at 35% opacity.



The base will feature the standard correction type icon, multi-language size icon, and the customer care information. The look makes use of color to differentiate between the 'tabs.' 100 | 50 | 0 | 65 = foremost tab background; 100 | 50 | 0 | 80 = back tab(s) background; white stripe; 0 | 0 | 40 | 50 = light, inner tan for foremost tab; 0 | 0 | 50 | 65 = darker, inner tan for back tab(s); shadow = 0 | 0 | 0 | 100 at 35% opacity, with a gaussian blur applied within back tab(s); shadow = 0 | 0 | 0 | 100 at 50% opacity, with a gaussian blur applied within back tab(s)



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Fonts

In keeping with the thematic feel of the Premium brand, continue to use fonts from the Helvetica Neue family. For the product name at the top of the package, use Helvetica Neue Extended. The remaining copy on the box should be a mix of the variations of Helvetica Neue Extended and Helvetica Neue Condensed, even within the icons.



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Photography

The general theme of the Select packaging photography is more of the applicable use of the actual product. For example, the In-Ground Fence would show the installation of wire in some form or fashion. The idea shown in the dummy photo below on the left is the person's P.O.V. of beginning installation of the wire by utilizing one of the suggested tools. The photo on the right showcases the training aspect for the Training SBU. This photography mantra will help further emphasize the “do-it-yourself” nature of the home channels.





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Icons

The icons are in line with the theme that any pieces contained throughout all categories will be tan, thereby able to correspond with the differing category colors. The style of the icons will either be circular or a square / rectangle with slightly rounded corners. Text should be white as to not detract from the darker bold color of the ribbon.

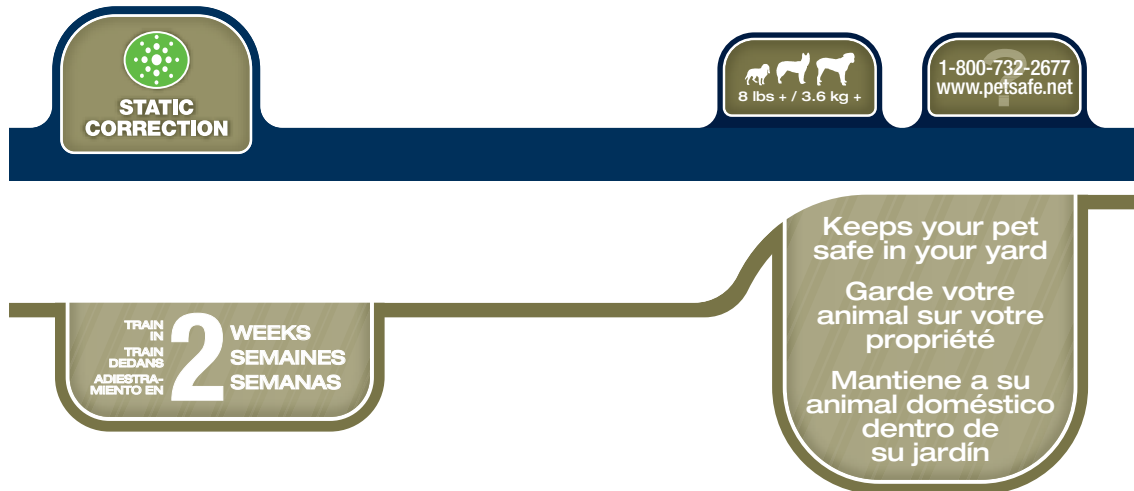
Examples:



Rounded corners

The pitch of rounded corners is a bit more dramatic than what is typically used on other PetSafe packaging. For the Select packaging, the utilization of a strong pitch on one side of the square / rectangle is balanced out by a minimal pitch on the opposite side.

Examples:





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Select – Design Samples

BIG DOG REMOTE TRAINER

Features

- Range up to 100 yards
- Waterproof Receiver Collar
- 10 levels of stimulation

Particularités

- Portée de 91,2 m
- Collier récepteur étanche
- 10 degrés de stimulation

Características

- Alcance de hasta 9,15 m
- Colar receptor a prueba de agua
- 10 niveles de estimulación

STATIC CORRECTION

8 lbs / 3,6 kg

1-800-732-2677
www.petsafe.net

IN-GROUND FENCE

5 Years

WARRANTY

RECEIVER COLLAR IS INCLUDED IN KIT AND IS NOT SOLD SEPARATELY

THE 2 WEEKS REMAINS GUARANTEE

Keeps your pet safe in your yard
Garde votre animal sur votre propriété
Mantiene a su animal doméstico dentro de su jardín

STATIC CORRECTION

8 lbs / 3,6 kg

1-800-732-2677
www.petsafe.net

BARK CONTROL COLLAR

Features

- Six levels of correction
- Low battery indicator
- Waterproof

Particularités

- 6 degrés de correction
- Indicateur de batterie faible
- Étanche

Características

- 6 niveles de corrección
- Indicador de batería baja
- A prueba de agua

STATIC CORRECTION

8 lbs / 3,6 kg

1-800-732-2677
www.petsafe.net

Plastic Pet Door

MEDIUM • 1 lb - 40 lb • MOYEN • 45 kg - 18 kg • MEDIANA • 45 kg - 18 kg

STATIC CORRECTION

Features

- Simple installation
- Infrared Motion Guard
- Self-Repair UV ray protection

Particularités

- Simple installation
- Infrarouge Motion Guard
- Self-Repair UV ray protection

Características

- Simple instalación
- Infrarrojo de protección
- Self-Repair UV ray protection

1-800-732-2677
www.petsafe.net

BARK CONTROL COLLAR

CORRECTS EXCESSIVE BARKING
CONTRÔLE LES ABOIEMENTS EXCESSIFS
CORRIGE LOS LABRIDOS EXCESSIVOS



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Vet Therapies

Through our Vet Therapy products, PetSafe leverages the newest in non-invasive, drug free solutions to support vets in improving the health and vitality of pets while helping vets grow their service offerings. PetSafe's electrotherapy, ultrasound, laser, and physical therapy products, along with a seamless user interface ensure vets protect the quality of life of their patients at an entirely new level of healing. In this way, PetSafe is able to grow and strengthen our brand and better meet the unique needs of our customers.

PetSafe Vet Therapy Brand Message

PetSafe Vet Therapy extends the PetSafe brand to the profession and vet channel in a way that is unique from PetSafe brand. Where as in the PetSafe Premium brand has a brand message of:

PetSafe brand gives you more of the best moments you can possible have with your pets.

PetSafe Vet Therapy provides and protects the owners present and future best moments through rehabilitation and healing, with a brand message of:

Better therapy today, best moments tomorrow.

PetSafe Vet Therapy Brand Distinction

This distinction in brand message is designed with pet professionals and owners in mind. It speaks to the target audience of the Vet Therapy products while ensuring a strong connection back to the parent brand. As we establish brand trust within the professional veterinary community, this trust will extend to our brand elsewhere. Where vets have a positive experience with our products by serving their customers and growing their business, they are more likely to recommend the other products in our catalog. In addition, as pet owners see our products at their vet's office and experience the impact in their pet's recovery and quality of life, they may be more likely to trust our brand and seek it out at retail.

Photography

Photography used in the Vet Therapy materials will be more focused on the health and longevity of the pet within a best moment, less the owner with the pet. Photography will also be use to highlight and demonstrate the technical procedure that a product is intended for. In these cases, the pet subject should appear as natural as possible, the backdrop and setting should be believable as most likely a vet's office, and the human talent should represent a pet professional in dress. Care should be taken to ensure each photo is technically accurate.

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**Vet Therapies –
Design Samples**

Vectra GENISYS LASER
The newest non-invasive, drug-free solution for animal pain and healing.

Better Therapies Today. Best Moments Tomorrow.

PetSafe VET Therapies

Intellect Vet Electrotherapy & Ultrasound
The newest non-invasive, drug-free solution for animal pain and healing.

Better Therapies Today. Best Moments Tomorrow.

PetSafe VET Therapies

The finest electrotherapy and ultrasound equipment for humans is finally available to the veterinary market from **PetSafe Vet Therapies**.

The **Intellect Vet** is the first non-invasive therapy system that combines the best of both worlds: electrotherapy, ultrasound, and manual therapy. The **Intellect Vet** is the only system that has been specifically designed for veterinary use. It is the only system that has been designed for veterinary use.

FEATURES

Active Therapies

- High resolution color display of all waveforms
- On-screen real-time display of all waveforms
- On-screen real-time display of all waveforms
- On-screen real-time display of all waveforms

Non-Invasive Electrotherapy

- A complete range of clinical applications
- Clear 100-line defined position scale
- Complete customizable modes
- On-screen real-time quality indicator
- Waveform display system
- Clear 100-line defined position scale
- Complete customizable modes
- On-screen real-time quality indicator
- Waveform display system

Real Frequency Ultrasound

- High resolution color display of all waveforms
- On-screen real-time display of all waveforms
- On-screen real-time display of all waveforms
- On-screen real-time display of all waveforms

ADDITIONAL OPTIONS

Optional Channel & Simulation Mode

Optional Application

Accessory Options

TECHNICAL SPECS

Model	Price	Part No.
Intellect Vet	\$9,995	901-0001
Intellect Vet	\$9,995	901-0002
Intellect Vet	\$9,995	901-0003
Intellect Vet	\$9,995	901-0004
Intellect Vet	\$9,995	901-0005
Intellect Vet	\$9,995	901-0006
Intellect Vet	\$9,995	901-0007
Intellect Vet	\$9,995	901-0008

From Rehab to Relief, it's great for your patients... and your bottom line.

Introducing the **Vectra GENISYS LASER**, a non-invasive, drug-free solution for animal pain and healing.

Therapeutic & Financial Benefits

Model	Price	Part No.
Intellect Vet	\$9,995	901-0001
Intellect Vet	\$9,995	901-0002
Intellect Vet	\$9,995	901-0003
Intellect Vet	\$9,995	901-0004
Intellect Vet	\$9,995	901-0005
Intellect Vet	\$9,995	901-0006
Intellect Vet	\$9,995	901-0007
Intellect Vet	\$9,995	901-0008

Call toll free 855.332.2610

An effective way to find your dog's lameness and track therapy progress.

The **PetSafe Stance Analyzer** objectively diagnoses lameness.

Key Features

- Objective, accurate diagnosis of lameness
- Quantitative analysis of the degree of lameness
- Objective, accurate diagnosis of lameness
- Quantitative analysis of the degree of lameness

Benefits

- Objective, accurate diagnosis of lameness
- Quantitative analysis of the degree of lameness
- Objective, accurate diagnosis of lameness
- Quantitative analysis of the degree of lameness

Call toll free 855.332.2610

Pain management for your patients... profit management for you.

Introducing the **Intellect Vet**, the finest Electrotherapy and Ultrasound equipment for animal pain relief.

Therapeutic & Financial Benefits

Model	Price	Part No.
Intellect Vet	\$9,995	901-0001
Intellect Vet	\$9,995	901-0002
Intellect Vet	\$9,995	901-0003
Intellect Vet	\$9,995	901-0004
Intellect Vet	\$9,995	901-0005
Intellect Vet	\$9,995	901-0006
Intellect Vet	\$9,995	901-0007
Intellect Vet	\$9,995	901-0008

Call toll free 855.332.2610