



INVISIBLE FENCE® CELEBRATES 35 YEARS

Technology Keeps Pets Safe at Home

Knoxville, Tenn. - (March 3, 2008) – It is estimated more than one million dogs are hit by cars each year, and another 60,000 are lost or stolen. Imagine how many more animals would be lost if not for the ingenuity of the late [Richard Peck](#).

Back in 1973, Peck set out to develop a technology that would keep pets in their yards. Working with the University of Pennsylvania School of Veterinary Medicine and Battelle Laboratories, Peck invented what has become the [Invisible Fence® Brand](#) pet containment system. More than two million dogs have been protected by Invisible Fence® Brand in the 35 years since Peck pioneered electronic containment.

“On this 35th anniversary, we celebrate Peck’s vision and our history of keeping pets safe at home,” says Senior Brand Manager Mark Thomas. “When pet owners choose Invisible Fence® Brand solution, the results are fewer dogs escaping from the yard, fewer dogs running away from home, and fewer dogs getting hit by cars.”

Invisible Fence® Brand consists of advanced technology, [customized installation](#) and personalized dog training. The technology is simple to understand: a transmitter in the garage or basement sends a radio signal through a concealed wire that defines the dog’s safe area. “Pet professionals come to your home, meet your dog, understand your needs and then customize a solution best suited to you and your pet,” says Thomas.

The dog wears a Computer Collar® that alerts him with an audible warning tone when he is approaching the Invisible Boundary®. Invisible Fence Brand’s [Safe Dog® training](#) teaches the pet to obey the signal and stay in the yard. The company’s certified training protocol called “Perfect Start™” is appropriate for dogs as young as eight weeks. If a

dog continues to test the Invisible Boundary[®], the Computer Collar[®] will deliver a correction similar to the sensation felt when touching a metal doorknob after walking across a carpet. “It is perfectly safe and humane,” says Dr. Peter Eeg, a Maryland veterinarian who has a long association with Invisible Fence[®] Brand.

Invisible Fence[®] Brand pet containment systems and behavioral control systems are produced by Invisible Technologies, Inc. and have a 98% customer satisfaction rating. For more information, visit www.invisiblefence.com.

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