



Dogs' Life

Your dog is so much more than a pet™

Special Edition

NEWSLEASH

The fence is invisible, but the advantages are easily seen.

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Every day your dog plays and exercises in freedom. He doesn't leave your property. He's not restricted by a chain, and no fence is in sight.

It's not a dream; it's an Invisible Fence® Brand solution. Invisible Fence® systems use a combination of advanced technology, professional installation and personalized training to keep your dog safely contained while promoting exercise and play. Your dog can run, jump and play—free to be a dog—and you can rest easy knowing he's safe.



Unparalleled Experience For over 25 years, Invisible Fence® Brand has been keeping dogs safe at home. We pioneered the concept of pet containment, developed our renown Safe Dog® Training protocol and have since been the industry's most trusted leader with the most experienced Local Dealer Network, nationwide.

Proven Protection Today, over one million pet owners put their trust in Invisible Fence® Brand systems. In fact, 98% of our customers indicate their satisfaction with our containment solutions.

Total Peace of Mind Invisible Fence® Brand is the only electronic pet containment system to have received the ASPCA Seal of Approval® for its superior dealer network, Safe Dog® Training protocol and its commitment to safe, humane and effective means of electronic containment for dogs. And, 9 out of 10 veterinarian offices surveyed recommend Invisible Fence® Brand to their patients. No other company offers you the peace of mind you demand for your pet.

Invisible Fence® Brand is far and away the most recommended system by veterinarians. A recent survey* of 200 veterinarian offices revealed:

- 9 out of 10 veterinarian offices surveyed recommend Invisible Fence® Brand to their patients
- 8 out of 10 veterinarian offices surveyed have key personnel who own an Invisible Fence® system.

* V & L Research and Consulting, Inc. study conducted October 2003



Your Dog Safe at Home.®

First and Foremost,

Since the beginning, Invisible Fence® Brand pet containment has been about concern and love for dogs. Richard Peck, a well-traveled dog lover who grew alarmed at the number of

dogs he saw roaming free and injured by cars, developed the technology that became the first-ever electronic pet containment system. Since that time in 1973, Invisible Fence® Brand has continued to find



about dogs

new, humane and technologically advanced ways to keep pets out of danger. We originated electronic pet containment, and we continue to lead the industry today.

The fence is invisible, but the advantages are easily seen

There are other pet containment systems, but there is only one Invisible Fence® Brand. No other system can match the quality and dependability of the world's most trusted name in pet containment.

- Invisible Fence® systems are manufactured, installed and serviced by the most experienced professionals in the industry
- More veterinarians (by far!) recommend Invisible Fence® systems than any other system
- Invisible Fence® has an amazing 98% customer satisfaction rating
- Invisible Fence® Brand is the only pet containment system to have been exclusively granted the ASPCA Seal of Approval®
- Invisible Fence Safe Dog® training is endorsed by animal experts—behaviorists, veterinarians and trainers—for its safe and humane approach



THE EXPERTS AGREE

Mark Street, Veteran Dog Trainer

Dog owners who don't train or control their dogs properly, don't realize the good behavior that good training can bring out in their dogs. Training is how we communicate with our dogs; they want and need this interaction and guidance. Invisible Fence® Safe Dog® training greatly reduces the chance of a mishap or runaway situation because the pet is professionally trained to stay on his property.

Anything else is simply barking up the wrong tree

	INVISIBLE FENCE® BRAND	NO FENCE	PHYSICAL FENCE	DOG RUNS, TIES, CHAINS
Recommended by Veterinarians	✓			
Pet Plays and Stays Safe in Whole Yard	✓			
Appearance of Home Preserved	✓			
Custom Safe Dog® Training	✓			
Lifetime Warranty	✓			
Full-Service Support on Your Owned System	✓			
Dog Easily Escapes, Roams, Runs Away		X		
Gates Left Open			X	
Cumbersome, Blocked Views			X	
High Installation Cost			X	
Not Permitted in Some Neighborhoods			X	
Dog Can Dig Underneath			X	
Dog Can Jump Over			X	
Dog Can Get Harmed Trying to Escape			X	X
Barriers Cause Containment Phobia			X	X
Restricted Areas Create Nuisance Barking			X	X
No Exercise				X
No Freedom				X

The Choice Of Veterinarians — For Their Own Dogs! More veterinarians own and use Invisible Fence® for the safe and effective containment of their own pets than all other pet containment systems combined.

American Society for the Prevention of Cruelty to Animals (ASPCA) Invisible Fence® Brand is proud to be the only electronic pet containment system to have been exclusively granted the ASPCA Seal of Approval®.

Consumers Digest Best Buy Invisible Fence® has received the Consumers Digest Best Buy award in recognition of its excellent value in the marketplace, superior technological innovations, and customer service.

How it works

An Invisible Fence® system can be custom-designed to fit most any home, whether you own part of an acre or more than twenty, whether you have one dog or many. The system is designed to meet the specific needs of your dog and family.

It's as easy as **4** simple steps.

1. Free In-Home Consultation

The Invisible Fence® Professional will talk with you to determine your needs and meet your dog to evaluate his temperament. It helps make sure the training program is paced properly and fits your dog's personality.



2. Customized Installation

No two Invisible Fence® systems are the same. Each system is designed to the unique needs of your family. You might have a flower garden you want to protect or maybe you want to section off a pool. Only an Invisible Fence® professional has the expertise to custom-design and professionally install a system that's right for you and your dog.



3. Professional Safe Dog® Training

Dog training performed by a professional is more effective. A key part of every Invisible Fence® system is our exclusive Safe Dog® training protocol. It uses play, praise and practice to help your dog learn your property's boundaries. Invisible Fence® professionals are highly skilled and qualified to properly train your dog.

4. Everyone lives Safer and Happier at Home

Once complete with Safe Dog® Training, tension caused by bad behavior is gone. Along with the confidence of knowing you own the absolute best solution available, you'll have the comfort of knowing that your dog is safe, happy and healthy at home.



It was either our dog or our gardens

- Heather F., Invisible Fence® owner

We have extensive landscaping in our back and side yards. Every year we spend a lot of time and money to cultivate an extensive flower garden. It's one the highlights of our home.

Recently, we got a year-old terrier that loves to dig. He started getting in our gardens, digging out flowers and leaving piles of dirt everywhere. It got frustrating, always having to fix the garden and keep replanting the flowers. Disciplining the dog didn't help. Keeping him chained up only made him bark loudly.

Invisible Fence® created a protective unseen barrier around our gardens that kept our dog away. Our Invisible Fence® system also runs around the perimeter of the yard to keep our dog safe from a busy traffic intersection. Finally, our terrier and gardens can peacefully coexist!



“Don’t fence me in!”

Behavioral Considerations A physical fence can often cause behavior problems in a dog. Often a dog in an enclosure will experience separation anxiety because he’s not with his family, or containment phobia because he doesn’t feel free. Troublesome symptoms include:

1. Increased barking says, “I’m in here.”
2. Defecation marking says, “Please find me.”
3. Digging to escape says, “I’m outta here.”

Free at last!

When we first got Phoenix, we wanted to keep her in the yard. We set up a long run so she could play, but instead of playing, she would bark loudly. We were getting annoyed and the neighbors weren’t thrilled. We called our local Invisible Fence® professional dealer to see if they could help. Our local professionals told us the dog’s barking was because she was unhappy and wanted to get some exercise. The run was just too confining. Now, our dog loves the freedom of her Invisible Fence® system, is much happier, and her constant barking has stopped.

- Dan S., Invisible Fence® owner

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A vet speaks out: Dogs need exercise

Peter Eeg, DVM

Often I have clients at their wits’ end, trying to deal with pets that are chewing their way through doors, plunging through windows, and destroying house and garden. But what my clients don’t realize is that their pet can’t help it. A zeal for activity is in a dog’s genes, and they simply need an outlet for it.

Most of the dogs we choose as our pet were bred for rigorous work: hunting, herding, retrieving, digging, and hauling. So while we want couch potatoes, they want action. Because of time demands, we under-exercise our overly energized dog. And, not surprisingly, behavior problems result.

As a veterinarian, I see how behavior problems caused by pent-up, unspent dog energy strains the human/animal bond. Along with the behavioral



counseling that I suggest to reduce the stress that bad behavior inflicts, I recommend Invisible Fence® Brand pet containment.

The Invisible Fence® professionals understand the behavior differences among breeds and adjust their training accordingly.

An Invisible Fence® system allows the dog the healthy exercise he needs to

work off excess energy and stress-causing behavior. Invisible Fence® provides space and freedom not available with frustrating chains and confining fences.

I’ve seen firsthand how Invisible Fence® Safe Dog® training has helped hundreds of dogs become better-behaved pets.

It makes for a happier dog. It makes for a happier home.

We're dogged about training

Our exclusive Safe Dog® training is a major component that separates Invisible Fence® Brand from other pet containment systems. For over 25 years, Invisible Fence® professionals have successfully trained dogs of every breed, size, age and temperament.

Approved By Leading Animal Experts. Our Safe Dog® training uses the latest behavioral techniques to teach your dog the boundaries of your property in a safe, humane, and effective manner. That's why animal experts, animal behaviorists, dog trainers, veterinarians and the ASPCA® all give Safe Dog® training their approval.



Personalized To Your Dog.

Before training begins, Invisible Fence® professionals talk with you to determine your needs. They then meet your dog to evaluate his temperament, helping to ensure that the training program is paced

properly and fits your dog's personality. Safe Dog® training sessions are short—less than 15 minutes a day. Within three to four weeks, most dogs are outdoors running and jumping—free to be a dog—safe at home.

Pet containment equals stress containment



Sprite is our six-year old who loves to explore. Before we got an Invisible Fence® system, she loved to run through the woods and across busy streets. Our family would have to get in the car and start circling all the streets until we found her. Often, I'd get a phone call from someone who read our number off her dog tag. It was amazing how far off she'd wander. Our kids would get upset that Sprite would never come back. I would get

stressed over both the kids and the dog. Something had to be done.

Another dog owner referred us to an Invisible Fence® professional. After a quick installation and some easy training lessons, Sprite is now safe at home where she belongs. She is happy to play with our kids and she knows her boundaries. No more worry. No more stress. Just a great dog!

- Barbara B., Invisible Fence® owner

When you have a sky-high satisfaction rating of 98%, you can afford to have a very generous guarantee. We offer a one-year, money-back performance guarantee along with a lifetime warranty on professionally-installed outdoor systems. Your pet is safe. And so is your investment.



Invisible Fence®
BRAND

Dogs' Life™

YOUR DOG IS SO MUCH MORE THAN A PET™



Invisible Fence
BRAND
Your dog safe @home.™

FACTS

Invisible Fence® Brand Pet Containment

- Originator and leader of modern pet containment
- Exclusive recipient of the ASPCA Seal of Approval®
- Consumers Digest Best Buy Award
- Used and recommended by AVMA and AAHA veterinarians
- Sold exclusively by authorized local Invisible Fence® professionals
- 25+ years of experience and expertise protecting pets
- Custom-designed, professionally installed
- Lifetime Warranties
- One-Year, Money-Back Performance Guarantee

ASPCA Seal of Approval®

Invisible Fence® Brand is the only electronic pet containment system to have received the ASPCA Seal of Approval® for its superior dealer network, Safe Dog® Training protocol and its commitment to safe, humane and effective means of electronic containment for dogs.



Consumers Digest Best Buy

Awarded to the Invisible Fence® Brand in recognition of excellent value in the marketplace, superior technological innovations, and customer service.



Invisible Fence
BRAND
Your dog safe @home.™

You can purchase an Invisible Fence® System exclusively from us, your local Invisible Fence® professional.

1-800-578-DOGS

invisiblefence.com