

# Press Release



**To:** Waggers™ Retailers

**From:** Pet Central: *Manufacturer of Waggers™ Brand Premium Pet Products*

**Date:** March 7, 2006

**Subject:** **Strategic** Marketing Partnership between Waggers™ and Invisible Fence® Brand

## Dog owners in your area expected to search for Waggers™ Dog Treats as a result of new partnership.

Pet Central announces a new **strategic** marketing partnership with Invisible Fence® Brand. The partnership pairs Waggers™ Premium Dog Treats with existing Invisible Fence® Brand sales initiatives to help **lead generation**, brand awareness on both ends and increase sales. The program puts Waggers™ dog treats in dog owner's hands by respected pet **safety** professionals from Invisible Fence® Brand dealers. Co-branded Waggers™ dog treats are to be used as a marketing tool by Invisible Fence® Brand dealers, nationwide. The products **are** offered to Invisible Fence® Brand Dealers for purchase to use during training sessions, as "thank-you" gifts, **leave-behinds**, various marketing activities and promotional efforts.

As part of the program, Waggers™ products will be the exclusively recommended dog treats by Invisible Fence® Brand and Invisible Fence® Brand will be the exclusively recommended electronic pet containment solution by Waggers™. Invisible Fence® Brand **certified** dog trainers, sales associates, technicians and marketing professionals are among those who will utilize Waggers™ and recommend them as the preferred dog treat. There will be reciprocal links on both companies' websites, with a list of where to buy Waggers™ on [www.waggers.com](http://www.waggers.com).

Pet Central expects dog owners will actively seek Waggers™ products at their local retailers due to the sampling and respected recommendation from Invisible Fence® Brand associates.



[For more information contact Pet Central](#)

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