

Pet Product Invention Contest Launched

Grand prize winner will receive \$25,000.

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Ever wished you had a product for your pet that hasn't been invented yet? Now you have the chance to help bring that product to market and win up to \$25,000 — just for having a great idea for your dog or cat.

The pet supply company, Drs. Foster & Smith, teamed up with pet training, safety and lifestyle product company, PetSafe, to search for the next great pet product invention in the United States.

My Pet Idea is a national contest to find new pet products that enhance the relationship between pet owners and their pets and improve a pet's quality of life. You don't have to be an inventor, engineer or have financial backing to enter; all you need is an idea.

People are invited to submit pet product ideas via the contest website for a chance to win \$2,500, \$5,000, or the grand prize of \$25,000. Contest categories include:

- Products to eliminate a pet's separation anxiety
- Giving pet owners more flexibility with their schedules while ensuring their pets are safe and healthy
- Training ideas for puppies
- Health and well-being products for dogs and cats
- Products to eliminate destructive behavior
- Products to enhance the pet/owner bond

In addition to entering ideas, the public is invited to help select the contest winner by voting online for their favorite entry. Consumer votes determine the top 100 pet product ideas. From the top ten, three winners will be chosen.

The contest, which began Sept. 6, runs through Nov. 30, 2006. Finalist ideas will be open for public voting until Dec. 11.

For more information on the contest, go to www.mypetidea.com.