



PRESS RELEASE

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For immediate release:

Tri-Tronics New G3 EXP® Pro and Field Series

Tucson, AZ (January, 2009) - Tri-Tronics, the industry standard in electronic dog training equipment, is excited to announce the latest evolution of the Pro and Field series with the new **G3 EXP®** models.

“Our product lines have enjoyed unprecedented success in the e-collar industry, but our engineers were determined to find ways to better meet our customers’ needs” stated Gary Williams, Sales and Marketing Manager. “The new G3 EXP® series features a rugged, fixed internal antenna and an easy-to-locate accessory button.

“Similar to the progression of cell phone technology, the new internal antenna system delivers a longer, more consistent range of operation,” stated Williams. The new rugged design of the antenna also strengthens the durability of the transmitter. The shorter length is less likely to be snapped in truck doors or snagged on coat pockets.

The accessory button on the new G3 EXP® is now located on the face of transmitter and is designed to have the same tactile feel of the stimulation buttons. The new design is more accessible and will be easier to use while wearing gloves in cold weather. The accessory button is also used to activate the remote beeper and the newly launched Tracer™ remote collar light.

Tri-Tronics manufactures a full line of electronic dog training equipment. Tri-Tronics training collars are backed by a 30-day money-back, 2-year warranty. All products are made in the USA.

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