



PRESS RELEASE

JANUARY 2009
TUCSON, AZ

For immediate release:

Tracer™ Light, an Illumination for Hunters and Dog Trainers

Tucson, AZ (January, 2009) - Tri-Tronics, the industry standard in electronic dog training equipment, is pleased to announce the introduction of the **Tracer™ Light**, the first remotely activated dog collar light.

“Whether you’re running hounds under the stars, setting up decoys before sunrise, or just exercising your dog, the Tracer will make it easier to track your dog,” stated Gary Williams, Sales and Marketing Manager.

The versatile Tracer™ Light is designed to fit any G-series receiver. Hunters are able to turn the light on or off with a simple press of a button on their transmitter. Users can choose between a blinking light or constant mode, which is visible from up to a ½ mile. For hunters who run multiple dogs, the Tracer™ Light is available in three colors: red, white and blue. “Our engineers are continually looking for ways to better meet the needs of our customers. Hunters that take to the woods at night are going to love the Tracer!” said Williams.

The Tracer™ Light is available for purchase as a single accessory (\$44.95 MSRP), already attached to the accessory receiver (\$189.95 MSRP) or pre-installed in a Trashbreaker remote trainer (\$499.95 MSRP).

“The Tracer has the same ruggedness and dependability that Tri-Tronics customers enjoy in their training collars,” stated Williams.

Tri-Tronics manufactures a full line of electronic dog training equipment. The Tracer™ Light is backed by a 30-day money-back, 1-year warranty. All products are made in the USA.

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Rugged. Reliable. Proven.
The Leader in Electronic Dog Training Equipment for over 40 years.