

**For more information, contact:**

Steve Wilcox  
LePoidevin Rickinger Group  
262.754.9550  
wilcox@lrgideas.com

FOR IMMEDIATE RELEASE

**Liphatech Introduces Aegis®-RP Gray Bait Station  
That's Inconspicuous for Humans, More Attractive to Rodents**

*Color blends with concrete backdrop, cooler temperature lure to rats*

**MILWAUKEE** (September 2, 2008) Gray may not be the most exciting color in the world, but it works for both PMPs and rats.

With the introduction of a gray option for its industry-advancing Aegis®-RP bait station, Liphatech, the leading developer of rodent control products and rodenticides, has created a product that's attractive to PMPs and their customers, and offers a cool lure to rodents.

The Liphatech Aegis-RP gray station includes the same "see the exit before entry" design of the original station, but provides the additional benefits of a lighter color that blends well against concrete or other light-colored building materials. That makes it less noticeable to the end user, whether it's a commercial customer or a homeowner.

In addition, the lighter color gradation of the bait station means summer temperatures inside the unit are cooler and more attractive to rodents. The Aegis-RP gray bait station maintains Liphatech's "stay on the runway" pattern that encourages rodents to investigate, enter and feed. The easy-to-reach bait compartment appeals to the rodent's natural feeding habits.

“The Aegis-RP gray bait station represents the continued progression of our bait station line. It’s the same great RP station, only cooler,” said Jim Doll, Liphatech marketing manager. “We’re constantly looking for new ways to provide our customers with the best solutions in the industry. The gray station underscores that emphasis for both the PMP and the people they serve.”

The Aegis-RP bait station’s proprietary design permits horizontal (flat) or flexible on-edge, vertical mounting for tight locations and in rafters for roof rats. And the Aegis-RP station is the only product that opens away from the wall, creating a convenient surface for recording data. The station is tamper resistant thanks to a secure locking mechanism that’s easy to open with a universal key that works in each of the Aegis line of rodent control stations.

Vertical and horizontal bait rods in the station securely anchor rodenticides. Knockout anchor points provide flexible securing options.

For more information about the Liphatech Aegis-RP gray bait station or other Liphatech products or services, call (888) 331-7900 or visit [Liphatech.com](http://Liphatech.com).

### **About Liphatech**

Headquartered in Milwaukee, Liphatech Inc. offers a comprehensive line of rodenticides and bait stations, including Generation™, Maki® and Rozol® rodenticides and the Aegis® line of bait stations. The company’s newest innovation, Generation™ BlueMax Mini Block rodenticide, is a highly durable bait specifically formulated as a maintenance block to provide maximum protection against bait crumbling, scatter, and mold in commercial accounts. Liphatech also manufactures and markets the “fastest-to-service” Aegis bait stations including the Aegis®-RP, Aegis Mouse, Aegis Rat and the Aegis Modular System, a new category in rodent control for Pest Management Professionals. Liphatech provides comprehensive rodent control solutions, using the most advanced technology on the market, combined with the highest level of customer service and technical support.

###