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**FOR IMMEDIATE RELEASE**

**New Liphatech Brochure Aids PMPs in Rodenticide Selection,  
Provides Insight into Real-world Rodent Control Results**

**MILWAUKEE** (February 6, 2007) — Pest Management Professionals (PMPs) and distributors looking to choose the most effective rodenticides and bait stations based on specific application criteria and proven results can easily find it in a new eight-page brochure from Liphatech Inc.

Titled: "*Liphatech: The world's leading developer of rodent control technology*", the brochure features a comprehensive selection chart listing Liphatech's innovative rodenticide brands, including Generation™, Maki® and Rozol®, as well BlueMax – the company's most recent advancement in rodenticides. The new literature offers:

- Descriptions on the exclusive and patented active ingredients;
- advice on the best use for each bait formulation; and
- tips for choosing the best formulations for specific baiting applications.

The chart also details the advantages of the "fastest-to-service" AEGIS® line of bait stations, including the Aegis™ -RP, which offers "new and improved features" of easier cleanout and the addition of a Spanish precautionary statement. Also included are the standard features for placement in tight harborages, as well as vertical positioning and other additional features.

Also included in the brochure are real-world examples that illustrate how Liphatech's innovative solutions produce results. Additionally, it offers insight into Liphatech's research, development and manufacturing capabilities -- recounting 30 years of industry breakthroughs and technological advancements.

(MORE)

To get your free copy of the brochure, contact your Liphatech District Sales Manager or call (888) 331-7900.

### **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 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. For more information about Liphatech and its comprehensive line of products, call (888) 331-7900 or visit [www.liphatech.com](http://www.liphatech.com)

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