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FOR IMMEDIATE RELEASE

## **Liphatech Introduces FirstStrike™ Soft Bait at PestWorld 2008**

*New packaging, vegetable oil-based product ensures FirstStrike™ is easy to use, highly palatable for both mice and rats*

**Washington, DC** (October 23, 2008) Irrestibility is everything – just ask mice and rats. By relying on a pouch that produces a food aroma from a palatable soft bait treat, Liphatech, the leading developer of rodent control product technology, has created a new-concept rodenticide that's effective in areas of high infestation or when competing food sources exist.

FirstStrike™ is a 10-gram pouch that relies on the active ingredient difethialone to create an easy-to-use rodenticide for application in bait stations. The product is designed for flexible dosing – use the exact amount of FirstStrike necessary – more for heavy infestations, less for maintenance.

“FirstStrike marks an important milestone in rodent control technology, a new concept,” said Ray Finke, business director – pest management division, Liphatech. “In heavy infestations rodents will seek out FirstStrike even with food sources available. It's easy to apply, easy to secure and easy to clean up – the perfect solution for our industry.”

FirstStrike does not incorporate wax, so palatability is maximized. Additionally, taste is not affected by extreme heat or cold, and the pouch is not subject to crumbling or translocation. Rodent variety can be identified by the feeding pattern on the pouch as well as dye from bait that appears in droppings.

Results from a FirstStrike application begin showing in as little as four to five days after placement, with rapid rodent depopulation after five to 11 days. A bittering agent is included in the pouch to avoid accidental consumption.

“FirstStrike is a powerful rodenticide that’s effective against both heavy infestations and those few rodents that may be reluctant to feed on conventional rodenticides,” said Ted Bruesch, national technical support manager, Liphatech. “In tests conducted recently it outperformed every product to which it was compared, against rats and mice and under tough field conditions. It offers a combination of superior attractiveness to rats and mice, ability to be secured in stations, lack of crumbs, resistance to melting and rodent killing power. It represents the most complete rodenticide I’ve seen in 35 years in the rodent control business.”

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The FirstStrike pouch can be used like a traditional block bait – it can be quickly and securely fixed on the vertical or horizontal bars of a bait station, yet retains aroma and high palatability. Clean up is easy because the product is readily consumed by rodents and not scattered. And the bait is consistent throughout the entire pouch, reducing debris.

FirstStrike is available in a 16-pound pail or an eight-pound pail. A case includes four eight-pound pails. It will be available in most states by **December 1, 2008**.

For more information about FirstStrike or other Liphatech products and services, call (888) 331-7900 or visit [Liphatech.com](http://Liphatech.com).

## **About Liphatech**

Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent control through research and product innovation. Combining the most advanced technology available with the highest level of customer service and technical support, Liphatech delivers solutions that allow pest management professionals (PMPs) to quickly and cost-effectively generate results for both commercial and residential customers.

Liphatech's product line includes highly palatable rodenticides such as Generation<sup>®</sup>, formulated with Difethialone - the newest single-feed anticoagulant on the market, as well as Maki<sup>®</sup>, BlueMax<sup>™</sup> and Rozol<sup>®</sup>. Liphatech also provides the latest bait station technology with its "fast-to-service" Aegis<sup>®</sup> line of bait stations. This includes the highly versatile Aegis<sup>®</sup>-RP with a unique design that allows rodents to "see their exit before entry." Industry research shows that rodents are more likely to enter a bait station and feed sooner when they can see an escape route. 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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