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FOR IMMEDIATE RELEASE

Liphatech Announces FirstStrike™ Success Story Challenge Winners

Three pest management professionals share their experience with the industry's best rodenticide product and win

Milwaukee, Wis., June 1, 2010 – There was only one first place in Liphatech's FirstStrike™ Success Story Challenge, but all eight finalists were winners based on the results they achieved with FirstStrike soft bait rodenticide.

Liphatech, the leading developer of rodent control product technology, introduced the promotion in February, seeking written submissions from PMPs about their first-hand experience working with FirstStrike rodenticide. After receiving entries from across the United States, a team of judges selected the finalists and PMPs voted online to determine the top three winners.

"The FirstStrike stories that were entered in the contest exceeded our high expectations," said Jim Doll, marketing manager, pest management division, Liphatech. "PMPs have learned that this product is easy to use, works in tough infestation situations, including when other food is readily available. Our winners demonstrated that FirstStrike works in challenging situations but is a great replacement for conventional blocks for normal baiting conditions."

William Shoemaker, the general manager of Boulder, Colo.-based Critter Control of Denver, won first prize – a 52-inch Sony® BRAVIA®, HD flat-screen television, home theater system and Blu-ray Disc® player – a package valued at \$2,500. His story described a large Norway rat infestation at a recycling center, a client that had tried other rodenticide options without success and where application of FirstStrike brought immediate results.

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Supervisor Teresa Brust of Clark Pest Control in Valencia, Calif., took second place with her story of an aggressive mouse infestation where previous control solutions were no longer effective. She won a 40-inch Sony BRAVIA HD flat-screen TV valued at \$1,500.

And third place was earned by Scott Mishler, a supervisor with Alpha Ecological based in Tucson, Ariz. His story addressed FirstStrike's ability to withstand desert heat versus conventional rodenticides. He won a \$750 gift certificate for tickets on United Airlines®.

One randomly selected FirstStrike Challenge voter, Raymond Baker, Clark Pest Control branch manager, Canyon Country, Calif., was awarded a \$500 gift card and FirstStrike merchandise as part of the contest. Five honorable-mention finishers took home a \$50 gift card and FirstStrike merchandise.

"The FirstStrike Success Story Challenge has clearly proven that FirstStrike has raised the standard for rodent control," said Doll. "The product will continue to be a valuable and versatile tool for PMPs."

Other winners include:

John Stellberger
President, Environmental Health Services, Inc.
Boston

Gary Pietrucha
President and Owner, Envirosafe Pest Management Inc.
Forest Park, Ill.

Frank Betancourt
Sanitarian, FB Services
King of Prussia, Pa.

E. Qadir Martin
Vice President, Alpha to Omega Termite and Pest Control Inc.
Washington, D.C.

Rick Steinau
President, Ace Exterminating
Cincinnati

To see all eight of the Liphatech FirstStrike Success Story Challenge finalists, visit www.liphatech.com/success. To learn more about FirstStrike and other Liphatech products, call 888-331-7900.

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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 the latest rodenticide solution, FirstStrike™ soft bait, and highly palatable rodenticides such as Generation®, formulated with Difethialone – the newest single-feed anticoagulant on the market, as well as Maki®, BlueMax™ and Rozol®. Liphatech also provides the latest bait station technology with its “fast-to-service” Aegis® line of bait stations. This includes the highly versatile Aegis®-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 rodent-control products, call 888-331-7900 or visit www.liphatech.com.

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