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**LIPHATECH® HIRES NEW DISTRICT REPRESENTATIVE FOR
NEW ENGLAND STATES AND CANADA**

Michael Bennett Brings Industry Knowledge, Practical Experience to Serving Customers

MILWAUKEE (March 11, 2011) — Liphatech® Inc., the leading developer of rodenticides and bait station technology, announces the addition of Michael Bennett as the company's district representative serving its customers in the New England states and Canada.

In his position with Liphatech, Bennett is responsible for engaging both distributors and PMPs to demonstrate how Liphatech's extensive pest control portfolio can quickly and cost effectively help achieve control of rodent infestations. The Liphatech product line includes highly palatable and durable rodenticides such as Generation®, FirstStrike®, BlueMax™ and Maki® available in a number of formulations, as well as the "fast-to-service" line of Aegis® Bait Stations.

Formerly a territory manager for Stainmaster Carpet located in Grand Rapids, MI, Bennett was responsible for building and maintaining business relationships with more than 75 retailers and distributors. In addition, his background includes practical field experience in initiating and implementing projects that increased customer profitability, developing an extensive inventory management system for accounts and performing training to educate and promote products.

"We are very pleased to add an individual with Mike's experience to Liphatech and expand our capabilities in the New England and Canadian regions," said Ray White, Liphatech national sales manager. "His diverse sales and training background will be a tremendous asset to our team."

He received his bachelor's degree in management and economics from Michigan State University. John Murphy, currently the sales representative for the Northeast region, will be concentrating his time and focus on customers from Virginia to New York.

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. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com