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**LIPHATECH® HIRES NEW DIRECTOR OF BUSINESS DEVELOPMENT**

*Manny Martinez Brings Industry Knowledge, Practical Experience to Serving Customers*

**MILWAUKEE** (September 29, 2011) — Liphatech® Inc., the leading developer of innovative rodenticides and bait station technology, announces the addition of Manny Martinez as the company's newly created position of business development director serving its customers across Liphatech's divisions.

In his position, Martinez is responsible for identifying and developing business opportunities that will expand Liphatech's portfolio of products for current markets as well as determine potential areas of growth for the organization. Martinez will also be charged with developing the export business in South America and the Pacific basin, as well as manage key North American corporate accounts.

Manny's background includes experience in sales, marketing and general management in the professional pest management and animal health markets.

"With more than 25 years of experience, we are very pleased to add an individual of Manny's caliber to Liphatech," said Carl Tanner, CEO. "We look forward to what he will bring to the team and how it will expand our organization and its current capabilities."

Martinez is a graduate of the University of Notre Dame with a degree in Business Management majoring in finance and accounting.

**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 to quickly and cost-effectively generate results. 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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