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FOR IMMEDIATE RELEASE

Liphatech® Introduces FirstStrike™ Soft Bait in Canada
Successful FirstStrike™ bait extends its reach to the Canadian region

Milwaukee, WI (April 4, 2011) Liphatech® is pleased to announce the availability of its highly-effective FirstStrike™ soft bait to Pest Management Professionals throughout Canada.

Liphatech, the leader in rodent control technology development, created FirstStrike as the preferred rodenticide in areas of high infestation. It's a soft bait that's simple and safe to use, and highly palatable to both mice and rats.

Each 10-gram FirstStrike pouch contains the Liphatech-exclusive active ingredient, difethialone, which works in a single feeding for quick results. The product is designed for flexible dosing – use the exact amount of FirstStrike necessary – more for heavy infestations, less for maintenance. It's also perfect for lingering rodents, because the aroma from each pouch is designed to enhance attraction, even when competing food is available.

"We have seen great success with FirstStrike throughout the United States," said Ray Finke, business director – pest management division, Liphatech. "Its easy application and palatability makes it a great rodenticide. It's only natural to extend the same benefit to assist our Canadian customers with their rodent problems."

FirstStrike does not contain wax, so palatability is maximized. Additionally, taste or efficacy is not affected by extreme heat or cold, and the pouch reduces the chance of crumbling or being translocated.

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 to reduce the chances of accidental consumption.

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

FirstStrike is available in a 7 kg pail or a 3.5 kg pail.

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

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