

For more information, contact:

Steve Wilcox
LePoidevin Rickinger Group
262.754.9550
wilcox@lrgideas.com

FOR IMMEDIATE RELEASE

**Liphatech CEO Carl Tanner Elected to Board of Directors for
Industry Trade Association RISE**

Not-for-profit Responsible Industry for a Sound Environment® (RISE) represents specialty pesticide and fertilizer manufacturers

MILWAUKEE (October 6, 2008) Carl Tanner, chief executive officer of Liphatech, the leading developer of rodent control products, has been elected to the board of directors for RISE.

Responsible Industry for a Sound Environment® (RISE) is a not-for-profit trade association that represents the interests of manufacturers in the North American specialty pesticide and fertilizer markets.

Tanner has been a voting member of RISE for many years; he was nominated by a peer in the association to serve a three-year term on the organization's governing board. He has served as CEO of Liphatech, Inc., for the past six years.

Headquartered in Washington, D.C., RISE provides information to lawmakers whose decisions affect the industry. The organization educates legislators, media members and key influencers about the benefits of specialty pesticide and fertilizer use and the risks posed by pests that left untreated could cause serious health and safety issues.

“RISE is the single most important and effective body representing pesticide and fertilizer makers in this country,” said Tanner. “The most critical aspect of the association’s mission is wrestling with political and regulatory issues that affect the use of our products. We need the public and the regulating bodies to know us and to understand that these are useful and necessary products.”

RISE represents varied business segments, including: Structural pest control – pesticides for everything from rats and fleas to termites; turf and ornamental – products for healthy turf grass and landscaping; vegetation management – noxious weeds control, fertilizers that encourage desirable vegetation; nursery and greenhouse – protecting commercially grown shrubs, trees and plants; forestry – control of undesirable vegetation while enhancing tree growth; aquatics – weed reduction in lakes, rivers and streams; and public health – control of mosquitoes and ticks, as well as other transmitters of infections and disease.

“RISE represents pesticides and fertilizer products that manage populations of rodents or limit harmful vegetation, problems that are legitimate public health concerns,” said Tanner. “I’m pleased, on Liphatech’s behalf, to be a part of this important work.”

For more information about Liphatech or Liphatech products and services, call (888) 331-7900 or visit Liphatech.com. For more information about RISE, visit pestfacts.org.

- more -

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[®], 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 products, call 888-331-7900 or visit www.liphatech.com

###