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FOR IMMEDIATE RELEASE

Franklin joins Liphatech as South Central District Sales Manager

Milwaukee, WI (October 2016) – The Pest Management Division of Liphatech, Inc. is pleased to announce that it has hired Howard Franklin as the new South Central District Sales Manager responsible for representing Liphatech's full line of rodenticides—including FirstStrike® and Resolv® wax-free soft baits—in Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Mississippi.

Franklin takes over responsibility for the South Central District from independent sales consultant Creig Manson, who has served Liphatech's customers with dedication and distinction for many years. Creig will be continuing to work as a consultant with Howard in the South Central District.

Franklin has over 10 years of experience in the pest management industry, most recently as the General Manager for a Texas-based pest management company. At Liphatech, he will be responsible for strengthening relationships with the region's distributors and pest management companies, as well as increasing sales of the company's rodenticides and Aegis® line of rodent bait stations.

"We're excited to have Howard on board," said Charlie Passantino, director, Pest Management Division. "He's a solid addition to our pest management team and will be a real resource to customers looking for efficient rodent control solutions."

In his spare time, Franklin enjoys building furniture and spending time with his dogs. He is a graduate of the University of North Carolina–Asheville.

For more information about Liphatech products and services, visit www.liphatech.com or call 888-331-7900.

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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