

For more information, contact:

Angela Mork
Senior Account Executive
LePoidevin Marketing
262-754-9550
angela@lepoidevinmarketing.com

Jim Doll, Senior Marketing Manager
Pest Management Division
Liphatech, Inc.
414-410-7242
dollj@liphatech.com

FOR IMMEDIATE RELEASE

**Liphatech® Announces Organizational Changes
New Structure Reinforces Focus on Innovation, Growth and Serving Customers**

Milwaukee, WI (January 4, 2013) – Liphatech, Inc. announces the promotion of Manny Martinez to executive director effective January 1, 2013. In his new role, Martinez will be responsible for the pest management division business unit, research/development and international sales. Having past experience in the pest management industry and experience within Liphatech that includes the development of export business, Martinez brings a valuable knowledge-base to his new role. He will continue to report to Carl Tanner, CEO.

In addition, Ray Finke is now director of business development for all Liphatech business segments, focusing on future growth opportunities. He will continue to report to Tanner. Ray White will be moving to the position of national accounts sales manager in the pest management division. He will concentrate on the pursuit and growth of national accounts and strengthening relationships with them. White will now report to Martinez.

The newly organized team will work together to ensure the continued success of Liphatech. “Manny will continue to build on the success that Ray has created over his five years at the helm of the pest management division,” said Tanner. “I look forward to the energy and experience this team will bring to Liphatech’s role as an innovative leader in the rodenticide industry.”

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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