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FOR IMMEDIATE RELEASE

**LIPHATECH INTRODUCES REVOLVER™ RODENTICIDE INTO ITS SOFT BAIT LINE OF RODENTICIDES. NEW Revolver Soft Bait provides integrators and livestock producers the most palatable formulation of bromadiolone rodenticide, delivering superior control of both rats and mice.**

Milwaukee, WI (October 15<sup>th</sup>, 2012) – Liphatech® Inc., the soft bait innovator™, and formulating manufacturer of FastDraw®, BootHill®, Hombre™, and Gunslinger® rodenticides, continues to provide biosecurity and disease prevention programs with the most advanced rodenticide: Revolver Soft Bait.

**ADVANCED TECHNOLOGY, MANUFACTURED IN THE U.S.A.:** Liphatech's no-wax soft bait, known for its superior knockdown power of mice and rats, is now available in a single-feed bromadiolone formulation, Revolver. Presented in a 12 gram (0.42 oz.) pouch and made with food grade grains and oils, Revolver produces an aroma that attracts rodents away from competing food sources providing consumers unmatched control of rodent populations. When compared to competitive green wax-blocks, no-wax soft bait, Revolver outperforms by not melting in high temperatures or losing its palatability in cold environments, making it the most palatable bromadiolone rodenticide available.

**EFFECTIVE AND ECONOMICAL:** Soft bait pouches of Revolver Rodenticide are easy to use and allow tailored dosing to control heavy rodent infestations or as a low cost per placement monitoring bait, saving consumer's money and bait waste. The pouch can also be used like a conventional mini-block anchored in a bait station or end-users can strategically place its unique presentation in tight, hard to reach places where mini-blocks will not fit, targeting where rodents live and reproduce. Revolver soft bait provides consumers with almost twice as many placements per pail than competitive mini-block pails, making it the low-cost rotation partner when switching to a bromadiolone rodenticide.

<http://www.liphatech.com>

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**THE CHOICE IS CLEAR:** Revolver soft bait is the most palatable formulation of the most widely used active ingredient, bromadiolone, containing 0% wax and delivering 100% pure performance. Rodents consume Revolver instead of scattering it, saving consumers the time and labor costs of clean-up. Revolver soft bait's low-cost per placement pouches are registered in all 50 states, and are available in 8 lb. pails or 16 lb. pails.

### **About Liphatech Inc.**

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 livestock and agricultural producers to quickly achieve the cost-effective control of rodent populations.

Liphatech specializes in servicing the agricultural and animal health markets. Its product line includes FastDraw, BootHill, Hombre, and Gunslinger rodenticides formulated as soft bait, mini-block, or pellets, as well as the “fast-to-service” Aegis® line of bait stations. Aegis 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 their escape route. For more information about Revolver soft bait, Liphatech, or its innovative line of products, call 888-331-7900 or visit [www.liphatech.com](http://www.liphatech.com)

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