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FOR IMMEDIATE RELEASE

Soft Bait Rocks at Liphatech's "ERATICATE" Soft Bait Awareness Tour

A One of a Kind Chance to Learn the Hard Truth About Soft Bait.

Milwaukee, WI (July 2013) Liphatech's Eraticate Soft Bait Awareness Tour is on the road with five stops in some of the worst cities for rodent control in the country. Hear the benefits of soft bait and why it should become your go-to rodenticide, all in a rock concert format that will leave you wanting an encore. Tour highlights:

- Attendance is **free** for pest management professionals (PMPs) that register online at www.liphatech.com/2013Tour
- Great freebies: gift for attending, valuable soft bait information, tour shirt and soft bait samples
- Convenient: with visits to five of the most rodent-infested cities in the nation, attend the show nearest you or use it as a reason to get away for a few days:
 - Atlanta, GA --- August 27th
 - Baltimore, MD --- September 11th
 - Long Beach, CA --- September 5th
 - Chicago, IL --- September 17th
 - Manhattan, NY --- September 9th
- Headliners include industry experts **Ted Bruesch**, Liphatech's technical manager, and **Dr. Bobby Corrigan**, Corrigan Consulting (Atlanta, Manhattan, Chicago)
- Enter to win prizes valued at more than \$500: flashlight with a built-in video camera or a Samsung Galaxy Note 10.1
- Special event deals on product offered during the show
- Professional opportunity: pre and post tour meet and greets to network with colleagues and industry experts

The fun begins at each tour stop's opening act with registration, food and drinks at 5:00 pm. The headliner soft bait awareness program follows at 6:30 pm with the encore (dessert and drinks) at 8:00 pm. It's a can't miss opportunity for fun and valuable information on soft bait all rolled into one. What will you learn?

- Rodent behavior and challenges they create for PMPs
- Uses, methods and treatments of FirstStrike® and Resolv® soft bait
- Why soft bait should be the primary bait in your tool box
- How soft bait is designed to work on extremely difficult jobs yet economical enough to become your go-to rodenticide
- Ways other PMPs have used soft bait successfully in the field

“Internal studies and first-hand experience in the field by our customers have shown that soft bait is becoming the prominent rodent-control tool for PMPs. We felt it’s important to take an active role in educating PMPs on this latest innovation and how it will aid in their success,” said Manny Martinez, executive director, Liphatech, Inc. “Be sure to add the tour to your schedule so you aren’t left behind as soft bait becomes THE tool to “ERATICATE” rodents.”

Register for this educational event online at www.liphatech.com/2013Tour.

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.