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FOR IMMEDIATE RELEASE

Michael Brownell gains additional territory responsibility for the states of Idaho, Oregon, Utah & Washington.

Milwaukee, WI (April 22, 2014) Liphatech Inc. congratulates Michael Brownell on his continued professional growth.



Michael joined the Agricultural Division of Liphatech November 2010 as the District Sales Manager for the Northern High Plains and Western Canada. Michael brought with him years of experience in agricultural chemical sales and retail/co-op management, as well as livestock and ranch management. During the past three years Michael has hosted dozens of stewardship meetings, developing new markets and ensuring the proper use of Liphatech field rodenticides baits such as Rozol Pocket Gopher Bait among alfalfa growers, and Rozol Prairie Dog Bait and Ground Squirrel Bait among ranchers and farmers. Most recently, Michael earned the “Outstanding Field Sales” award for the Agricultural Division.

Michael will represent the full line of Liphatech Field Rodent Control and Animal Health Products including: Rozol Rodenticides as well as FastDraw[®] and Revolver[®] Soft Baits, Hombre[™], BootHill[®], Gunslinger[®] and AEGIS[®] Bait Stations in the states of: Idaho, Montana, Oregon, North Dakota, Utah, Washington, Wyoming. He is also responsible for Rozol sales in Canada. With the addition of the Pacific Northwest states, Michael is adding Metarex[®] Slug and Snail Bait to his portfolio of solutions for growers.

Michael is a graduate of Montana State University – Bozeman with a Bachelor’s degree in Agricultural Business & Management. He resides in Valier, Montana.

About Liphatech

Headquartered in Milwaukee, Liphatech has a long history of advancing the science of rodent management through research and product innovation. Combining the most advanced technology available with the highest level of customer service, product stewardship, and technical support, Liphatech delivers solutions that allow growers, landowners, PCA’s and certified applicators to quickly achieve cost-effective management of rodent and mollusk populations.

Liphatech is committed to environmental sustainability. Baiting alone is rarely the sole solution to rodent problems. Integrated pest management practices such as monitoring and safe handling of rodenticides go hand-in-hand with rodent control. Further, we are concerned for the welfare of endangered species, and recognize the need for the proper safeguards including: spot baiting in tamper-resistant bait stations and *in-burrow* baiting where practical.

Liphatech specializes in servicing agricultural and animal health markets, in addition to pest management professionals. Liphatech’s agricultural product line includes bait formulations such as: soft bait, treated grains, manufactured mini-blocks, bulk pellets, and pellet-place-packs. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com.

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