

**For more information, contact:**

Steve Wilcox  
LePoidevin Rickinger Group  
262.754.9550  
wilcox@lrgideas.com

FOR IMMEDIATE RELEASE

**Engle Named Midwest Sales Representative for Liphatech®**

**MILWAUKEE** (May 15, 2009) Crystal Engle has joined the pest management division of Liphatech® as Midwest sales representative. In her new position Engle will represent the company's quality line of Aegis® rodent bait stations and the full-line of rodenticides including Generation®, BlueMax™, Maki®, and the industry's newest concept in rodenticide, FirstStrike™ soft bait. She will be responsible for sales and service of pest control distributors and key PMPs over a 12-state territory.

Liphatech is a global leader in the development of rodent control product technology.

Engle comes to Liphatech with an extensive background in both marketing and sales. She's had successful tenures in various industries, most recently as a consultant in the commercial real estate market. She's also worked as an account manager in the advertising industry.

"Crystal brings broad experience and great energy to her new position at Liphatech," said Ray White, national sales manager for Liphatech. "That experience will pay dividends for PMPs seeking best-in-class rodent control solutions for their end customers."

Engle is a graduate of Columbus State Community College, Columbus, Ohio, with an associate of arts degree in business management and marketing. She is a native of Columbus, Ohio and currently resides in Grove City, Ohio.

## **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.

Liphatech's product line includes the latest rodenticide solution, FirstStrike™ soft bait, and highly palatable rodenticides such as Generation®, formulated with Difethialone – the newest single-feed anticoagulant on the market, as well as Maki®, BlueMax™ and Rozol®. Liphatech also provides the latest bait station technology with its “fast-to-service” Aegis® line of bait stations. This 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 an escape route. For more information about Liphatech and its comprehensive line of products, call 888-331-7900 or visit [www.liphatech.com](http://www.liphatech.com)

###