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FOR IMMEDIATE RELEASE

**Liphatech Rodent Rally Winners Learn About Products,
Show Their Skills in Navigating Road Course***Radio-controlled mice race for prizes and glory at PestWorld 2008*

Milwaukee, WI (January 9, 2008) Using a fast mouse had nothing to do with rodents or computers at the Liphatech booth during PestWorld 2008. Actually, it was all in the wrist.

Liphatech, the leading developer of rodent control product technology, featured its first "Rodent Rally" competition at the industry wide trade show in Washington, D.C. More than 50 competitors took part in a timed speed event using radio-controlled mice. The road course, centered in the Liphatech booth, featured various company products as elements of the raceway and as obstacles on the course.

"Our goal with the Rodent Rally was to bring some light-hearted fun to this industry event while demonstrating the attributes of our complete product offering," said Jim Doll, marketing manager, pest management division, Liphatech. "We accomplished that by incorporating specific products into the race course. The products brought an added dimension to the race, although the contestants still needed quick reflexes to perform well."

In addition to drawing a crowd with its race competition, Liphatech unveiled its new soft-bait product – FirstStrike™. FirstStrike is a 10-gram pouch that relies on the active ingredient Difethialone to create an easy-to-use rodenticide for application in bait stations. The product is designed for flexible dosing – use the exact amount of FirstStrike necessary – more for heavy infestations, less for maintenance.

FirstStrike is available in a 16-pound pail or an eight-pound pail. A case includes four eight-pound pails. The product is available in the United States, except it is not for sale, use or distribution in the state of New York.

Visitors to the Liphatech booth had a chance to see all of the company's products, but the draw of the race course could not be overlooked. "I thought it was fun and different from what everyone else was doing at the show," said contestant Scott Goldman, branch manager, New England Pest Control, Mansfield, Mass. "I enjoyed it." Goldman was the top winner of the first day's competition and came in with the best overall time of 30.5 seconds. Winners took home a Liphatech hat and an Aegis® RP key chain, plus a trophy and gift card reflective of how they placed. Aegis is Liphatech's exclusive bait station brand.

Three winners were recognized each day of PestWorld. In addition to Goldman, first-day winners included: Second, John Jackson, president, Jackson Exterminators, Inc., Portland, Ore.; and third, Christina Lee, certified commercial applicator, All Seasons Pest Control Inc., Lorraine, N.Y.; second-day winners included: First, Mark Ohara, president, Anderson Pest Control, Elmhurst, Ill.; second, Neal Straker, branch manager, ProTech Termite and Pest Control, Fredericksburg, Va.; and third, Randy Condomitti, lead technician, Rid-Et Pest Control, Nazareth, Pa.; third-day winners included: Hubert Luciana, CEO, D.A.L. Pest Control, Aruba; second, Zack Woodward, technician, Southern NA Pest Control, Nashua, N.H.; and third, Mike Kesecker, sales/marketing manager, Good Earth Pest, Corvallis, Ore.

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For more information about Liphatech products and services, call (888) 331-7900 or visit Liphatech.com.

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 highly palatable rodenticides such as FirstStrike, a 10-gram soft-bait pouch that relies on the active ingredient Difethialone for easy application in bait stations; 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

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