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FOR IMMEDIATE RELEASE

**Liphatech<sup>®</sup> Introduces New Video to Demonstrate Versatility  
of Aegis<sup>®</sup>-RP Rodent Bait Station**

*Presentation details service and varied uses of rodent control  
industry's most advanced bait station*

**Milwaukee** (June 1, 2009) You can never have too much information, especially when the question at hand is proper bait station use and application. Liphatech<sup>®</sup>, a global leader in the development of rodent control product technology, today addressed the issue directly by launching its new Aegis<sup>®</sup>-RP video, which highlights the bait station's user-friendly features. The video can be found on the Liphatech website: [www.liphatech.com/speed](http://www.liphatech.com/speed).

"As an industry leader, Liphatech is committed to sharing as much information as possible about the application of its products – especially a product that's as important to PMP success as the Aegis-RP bait station," said Jim Doll, marketing manager, pest management division, Liphatech. "Successful rodent control is not a matter of chance. Liphatech's Aegis-RP video underscores the fact that the bait station is the cornerstone of a comprehensive rodent-control program."

The Liphatech Aegis-RP video runs 2:30.

From the Aegis-RP's proprietary key-entry system through the station's design attributes and versatility, the video efficiently offers an overview of every aspect of the station. In addition to the detailed photography, the accompanying audio introduces the viewer to important information about operation and use.

“It’s important for owners and PMPs to see how the Aegis-RP can benefit their operation based on speed, flexibility of application and security,” said Doll. “The video accomplishes this in a format that’s easy to access and easy to follow.”

## **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).

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