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FOR IMMEDIATE RELEASE

Newest Liphatech Soft Bait, TakeDown™, launched at PestWorld

Rat races and prizes drew crowds

Milwaukee, WI (November 2016) – PestWorld 2016 in Seattle was one of energy and excitement at the Liphatech booth. TakeDown, the newest soft bait rodenticide from The Soft Bait Innovators™, was introduced on the first day of the show. It's the first and only bromethalin soft bait for the PMP market. The TakeDown formula is ideal for efficiently reducing heavy rat and mouse infestations in commercial accounts and select residential locations. Because it is an acute rodenticide, it can also be used to address anticoagulant-resistant rodent populations. Purchases of 4 lb TakeDown by 12/31/16 qualify for a \$20 Liphatech mail-in rebate.

The 2016 Liphatech Rat Races were a crowd pleaser. Each half hour, participants chose a racing rat: American Pheromone, Sec-rat-ariat, Gnawing Desire, Golden Droppings or Infested Investment. If their rat won the tape-delayed race shown, they won a prize and a chance to win a \$100 gift card.

Attendees could also guess the number of coffee beans in a clear Aegis®-RP bait station. The winner of a \$100 gift card was Samantha Malone from the Washington State Pest Management Association.

"TakeDown gives PMPs a solution for heavy infestations, especially those that may not respond to anticoagulant rodenticides," said Charlie Passantino, director, pest management division. "I thank all of those that visited our booth and congratulations to the Rat Race winners! We look forward to seeing everyone next year."

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.