

For more information, contact:

Chuck Hathaway
Marketing Manager Ag / AH
Liphatech, Inc.
414/410-7237
<mailto:hathawayc@liphatech.com>

Kerri McCarthy
Marketing Supervisor
Liphatech, Inc.
414/410-7226
<mailto:mccarthyk@liphatech.com>

FOR IMMEDIATE RELEASE

LIPHATECH INTRODUCES INNOVATIVE FASTDRAW™ SOFT BAIT. Highly palatable, no-wax formulation rapidly draws in both mice and rats, this speeds rodent control results for integrators and livestock producers.

Milwaukee, WI (January 4, 2010) — Liphatech Inc., formulating manufacturer of Hombre, BootHill, and Gunslinger rodenticides continues to make advances in rodent control technology, with its revolutionary NEW soft bait: FastDraw™.

POWERFUL ATTRACTION Soon to be known for its fast attraction, FastDraw's unique no-wax recipe is the key – just ask mice and rats. Thanks to high quality grains and oils, and the enticing aroma that easily passes through its breathable bait pouch, similar to fresh-baked bread or cookie dough – it's like an irresistible meal calling to rodents from a bakery! Liphatech, the leading developer of rodent control product technology, has created this game-changing, new rodenticide concept that's effective even in areas of infestation where competing food sources exist. *Why wait for rodents to accept OTHER Baits?* Draw a following of rodents and control any rodent infestation –even when conventional baits fail.

VERSATILE & CONVENIENT FastDraw is a 10-gram (0.35oz.) pouch that relies on the powerful active ingredient difethialone to create an easy-to-use rodenticide that works in 4-5 days. It offers versatility by combining the bait integrity benefits of mini-blocks with the money saving, targeted dosing of place-packs. Soft bait's convenient, smaller size is hard hitting and easy-to-use: the perfect solution for challenging placements between floor slats, above cleanout pits and subfloors, and other hard-to-reach locations.

The FastDraw pouch can be used like a conventional block bait – it can be quickly and securely fixed with nails, on wire, or on rods in a bait station – even at temperatures below 0° F. It can also be used like a place pack. Clean up is easy because the product is readily consumed by rodents and not scattered. And the bait is consistent throughout the entire pouch, minimizing translocation and debris.

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The product is designed for flexible, low cost placements – use the exact amount of FastDraw necessary: more for heavy infestations, less for maintenance. This can save money for livestock and agricultural producers - permitting them to use less bait once an infestation is quickly under control.

SECURE Because FastDraw does not use wax as most other conventional baits do, its palatability and attraction are maximized. Tests have shown that soft bait can easily withstand temperature extremes from below zero to over 200° F - the pouch will not melt, and taste is not affected. Most importantly, the product shape doesn't change, and ingredients inside the pouch do not become separated. FastDraw even allows the feeding rodent variety to be identified: by both the gnawing pattern on the pouch as well as from the dye that appears in rodent droppings.

FAST ACCEPTANCE FOR OUTSTANDING RESULTS “FastDraw marks the most important advance in rodent control technology in the past 30 years,” says Ted Bruesch, Technical Services Director – Liphatech. “Rodents will seek out FastDraw even with grain and other feedstuffs available nearby. In both lab and field tests, it outperformed every rodenticide to which it was compared. It worked against both rats and mice, under tough farm conditions – rounding up even those few remaining rodents that often may be reluctant to feed on conventional baits. It's also much easier to secure in tight locations, making it easier to get rodents where they live and away from livestock.”

“ROUNDS'EM UP, AND KNOCKS 'EM DOWN” Results from a FastDraw application begin showing in as little as four to five days after placement, with impressive reductions in rodent populations after 5-11 days.

FastDraw is available in 16-pound and eight-pound pails. Expect FastDraw availability in most states by February 1, 2010.

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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 and technical support, Liphatech delivers solutions that allow livestock & agricultural producers to quickly achieve the cost-effective management of rodent populations.

Liphatech specializes in servicing agricultural and animal health markets. Its product line includes BootHill, Hombre, and Gunslinger rodenticides formulated as mini-block, pellet or soft bait, as well as the “fast-to-service” Aegis® line of bait stations. Aegis 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 FastDraw, Liphatech, or its comprehensive line of products, call 888-331-7900 or visit www.liphatech.com

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