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FOR IMMEDIATE RELEASE

**Liphatech Launches "Success Story Challenge" Contest for  
FirstStrike™ Soft Bait**

*Company seeks contributions from users about their hands-on  
experience with FirstStrike™*

Milwaukee, Wis., February 1, 2010 – We all learn from stories. So it makes sense that the best way to share first-hand knowledge about Liphatech's FirstStrike™ soft-bait product is through customer stories. That's what the company's *FirstStrike Success Story Challenge* is all about.

Liphatech, the leading developer of rodent control technology, launched FirstStrike a little over a year ago as a highly palatable, easy-to-use difethialone rodenticide in a 10-gram pouch. The product works well in bait stations positioned in areas of strong infestation or locations with competing food sources.

"FirstStrike simply attracts rodents. The product has proven itself with a successful first year on the market and strong feedback from our PMP customers," said Jim Doll, marketing manager, pest management division, Liphatech. "This is a relatively new category and people want to know how this product is working in the real world. This is an opportunity for PMPs to talk about how they do their jobs, what works and how to be both effective and efficient."

The contest is built around Liphatech customers sharing stories about their experience with FirstStrike. Official contest information and submission details can be found at [www.liphatech.com/success](http://www.liphatech.com/success). Submissions can be made through the Liphatech Website, by mail or fax, or by contacting a Liphatech sales representative. PMPs can make contest submissions from Feb. 1, 2010 through Mar. 31, 2010.

All entries will be judged by a group of Liphatech professionals in order to select the semi-finalists. Judges will look for references to: eliminating lingering rodents in an account; widespread infestation reduction; working well in competitive food situations; and other (flexible placement, high-temperature situations and high-pressure situations). PMPs will make the final selection of overall winners with online voting at the Liphatech Website. Voting begins April 12, 2010.

Contest prizes include: First place, a 52-inch Sony® BRAVIA® high-definition, flat-screen television, BRAVIA home theater system and Sony Blu-ray Disc® player, a package valued at \$2,500; second, a 40-in Sony BRAVIA HD flat-screen TV valued at \$1,500; and third place, a \$750 certificate for airline tickets on United Airlines®.

"We want people to share the hands-on knowledge they've gained from working with FirstStrike," said Doll. "There's much to learn about product placement, best application and how rodents respond to it. We're happy to communicate what people in the field are finding out every day."

## **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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