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FOR IMMEDIATE RELEASE

**Winners Show Skill, Learn Rodent-Control Product Details on
Liphatech's Rodent Rally Course at PestWorld 2009**

"Drivers" take part in fun, interactive radio-controlled mouse course that takes participants through company's product line

Milwaukee, WI (November 19, 2009) The fastest mouse took more than the cheese at Liphatech's second Rodent Rally during PestWorld 2009. The prize was cash, actually.

Liphatech, the leading developer of rodent control product technology, featured its second "Rodent Rally" competition at the industry wide trade show in Las Vegas. More than 170 competitors took part in 85 timed speed events that rely on radio-controlled mice. The road course, housed in the Liphatech booth, featured various company products as elements of the raceway and as obstacles on the course.

"The Rodent Rally proved to be even more popular in 2009," said Jim Doll, marketing manager, pest management division, Liphatech. "We had more rally competitors than last year and a corresponding increase in the number of visitors to our booth. It's a fun, interesting way to introduce people to our product offering. The game essentially teaches people what our products do."

In addition to drawing a crowd with its race competition, Liphatech displayed its complete rodent-control offering, including soft-bait product – FirstStrike™. FirstStrike is a 10-gram pouch that provides outstanding palatability for use in bait stations and other applications. The product is designed for flexible dosing – use the exact amount of FirstStrike necessary – more for heavy infestations, less for maintenance.

Three winners were recognized each day of the show. First-day winners included Sean Horne, Commonwealth, Newport News, Va, first; Mitch Taylor, Capital Pest Services, Raleigh, N.C., second; and Paul Nibarger, Prime Pest Control, Spokane, Wash, third. Second-day winners included Garret Thrasher, Thrasher Termite and Pest Control, Inc., San Diego, first; Scott Pinkerton, Univar, Houston, second; and Tom Bickel, Pioneer Pest Management, St. Louis, third. Third-day winners were Jeff Keller, Arizona Exterminating Co., Phoenix, first; Brad Turner, Lady-Bug Services, Inc., Amarillo, Tex., second; and Shaun Mimick, Paraclipse, Columbus, Neb., third.

Thrasher was the overall course winner with a time of 28.63 seconds. All heat winners took home a Liphatech Rodent Rally cap; first-, second- and third-place winners each day took home \$150, \$100 and \$50 gift cards, respectively.

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.

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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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