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FOR IMMEDIATE RELEASE

Liphatech® Introduces Improved BlueMax™ Bait in Canada
Successful BlueMax™ bait extends its reach

Milwaukee, WI (April 4, 2012) Liphatech® is pleased to announce the availability of its reformulated BlueMax™ bait to pest management professionals throughout Canada.

Liphatech, the leader in rodent control innovation, created BlueMax as the preferred rodenticide in areas where durability and weatherability are paramount. It's a bait that has recently been reformulated for increased palatability.

The product is designed to withstand weather extremes and areas that are high in moisture. It's also perfect for audited accounts because of the minimal cleanup necessary. Each mini block contains the Liphatech-exclusive active ingredient, difethialone, which works in a single feeding for quick results.

"We have seen great success with the reformulated BlueMax throughout the United States," said Ray Finke, business director – pest management division, Liphatech. "It's durability, mold inhibitors for longer life and improved palatability makes it a great rodenticide. It's only natural to extend the same benefits to assist our Canadian customers with their rodent control problems."

This product improvement supports the comprehensive Liphatech family of products available in Canada: FirstStrike™, Generation®, and Maki®.

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.

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