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FOR IMMEDIATE RELEASE

Liphatech® Eraticate Rocks PestWorld 2013

Eraticate Tour Stop draws crowds at booth.

Milwaukee, WI (November 1, 2013) Liphatech's Eraticate tour continued to rock pest management professionals with a stop at PestWorld 2013 in Phoenix. Attendees were treated to an Eraticate presentation by Liphatech's own John Murphy. Liphatech soft baits, FirstStrike and Resolv, and their uses were highlighted. Attendees had a chance to win a Samsung tablet during the show. The four lucky tablet winners were:

Clint Eberley – Northern States Pest Control in Sandpoint, Idaho

Mel Farris – New Mexico Pest Control in Santa Fe, New Mexico

Rich Becker – Wagner Pest Solutions in Phoenix, Arizona

Brian Freese – Cannon Services in Markham, Ontario

In addition, attendees were treated to a variety of prizes including t-shirts, lanyards, as well as informative CDs that included iTunes gift codes. Visitors to the booth enjoyed a freshly-baked cookie while learning about Liphatech's other rodenticides and complete line of Aegis bait stations. Videos outlining soft bait and the Aegis anchor bait station were viewed on tablets in the booth and free samples of FirstStrike and Resolv were available.

"The mini-Eraticate tour in our booth created a high energy atmosphere. More importantly, it generated awareness for soft baits and the integral role they play for pest management professionals in their rodent control efforts," observed Manny Martinez, Liphatech executive director. "We'd like to thank all of those who visited our booth and attended the Eraticate presentation."

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.