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FOR IMMEDIATE RELEASE

Liphatech® Announces Realignment of Pest Management Division Sales Territories

Milwaukee, WI (March 4, 2014) – Liphatech, Inc. has restructured pest management division sales territories to maximize market coverage and most efficiently utilize resources. Individual territories have been redesigned to ensure superior customer service throughout the US. The newly organized team will work together to ensure pest management professionals and distributors continue to receive the support they have come to expect from Liphatech.

Minor adjustments were made to the existing territories: Midwest, Southeast, South Central, West and the Northeast. Western Canada will now be serviced by the West region while Eastern Canada will be serviced by the Northeast region. Ray White will continue as national accounts manager and will also cover the newly created North Central territory and Puerto Rico. The attached map outlines the revised territories. Specific contact information for the territories can be found at www.liphatech.com/contact_us/sales_pest_management.

“To remain successful, Liphatech must change with the industry and times,” said Manny Martinez, executive director, Liphatech. “The new sales territory structure is one piece of our strategy to ensure Liphatech customers receive the exceptional service and support they expect as a Liphatech partner.”

For more information about Liphatech products and services, visit www.liphatech.com or call 888-331-7900.

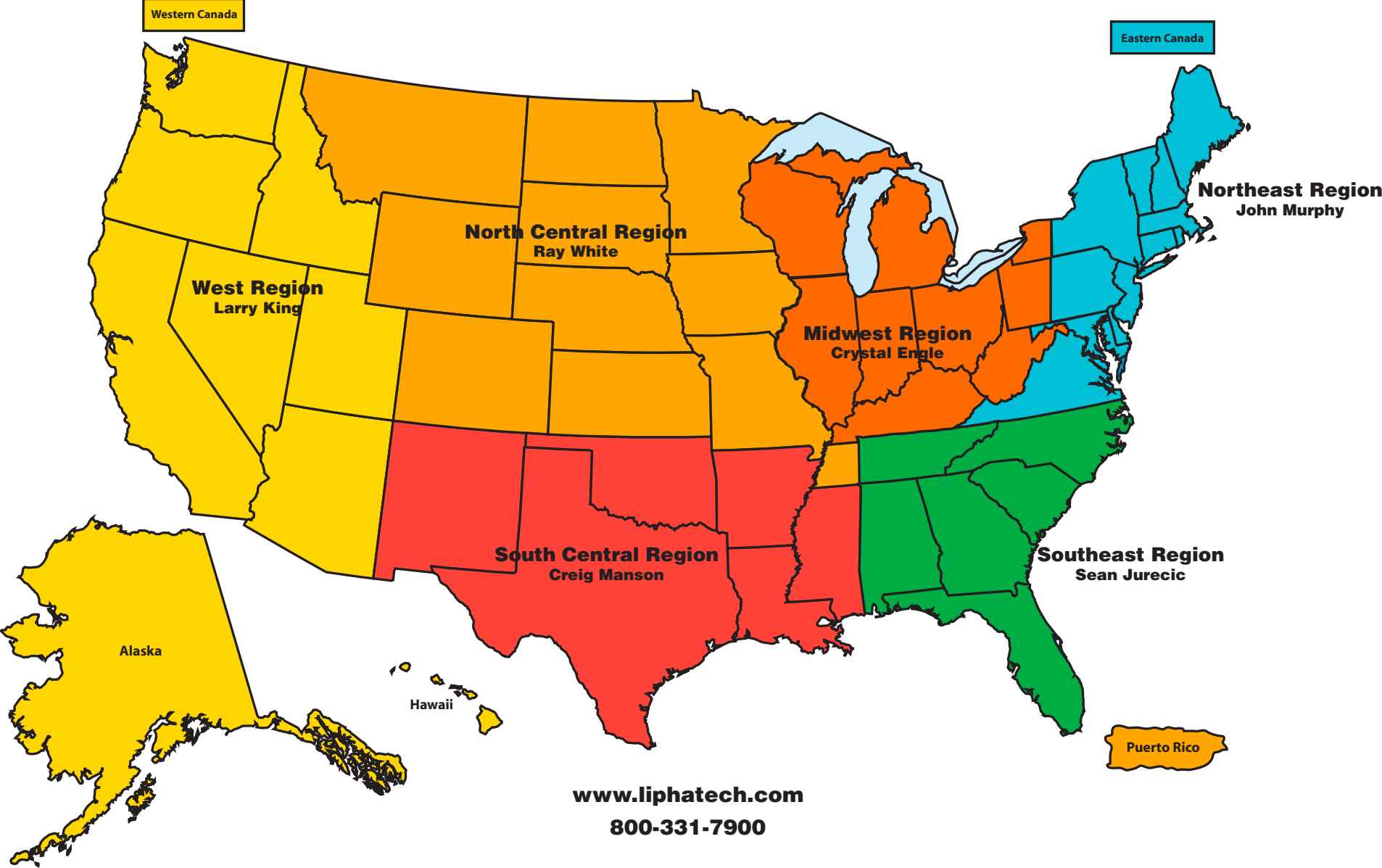
About Liphatech

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.

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Pest Management Division Sales Territory Map



www.liphatech.com
800-331-7900