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FOR IMMEDIATE RELEASE

Liphatech® Announces Resolv™ No Wax Soft Bait Rebate Program

PMPs can receive a Gift Card rebate by purchasing and trying new bromadiolone soft bait

Milwaukee, WI (June 20, 2012) — Liphatech®, The Soft Bait Innovators™, announces a new rebate program for pest management professionals offering an opportunity to receive gift cards for their purchases!

The Resolv Rebate Program gives PMPs an option of receiving \$25 Restaurant.com Gift Cards or donating to one of two charities (The Professional Pest Management Alliance or A Child's Hope) for those who purchase and try Resolv. Resolv is a bromadiolone-based soft bait that is highly palatable, contains no wax and doesn't melt in hot temperatures. The new wax-free bait outperforms traditional blocks and is a cost effective solution for PMPs because they are not wasting money on waxy filler.

The Resolv Rebate Program is easy for PMPs to use. PMPs simply purchase Resolv from their distributor between June 1, 2012 and July 30, 2012. Fill out the rebate form found on the pail, attach the qualifying invoice(s) and submit it for rebate – it's that simple. Rebate details and complete terms and conditions can be found on www.liphatech.com/ResolvRebate2012.

"This gives PMPs an opportunity to try Resolv and achieve significant, measurable results in their rodent management control program," said Ray Finke, business director, Liphatech, Inc. "We're confident that once PMPs try Resolv, they will see first-hand that it substantially outperforms traditional wax-based blocks, which typically contain over 20% wax."

Resolv is available in the United States and pending approval by the PMRA for Canadian distribution.

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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