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FOR IMMEDIATE RELEASE

**Matt Elderbrook Promoted to Animal Health Business Manager**

Milwaukee, WI (June 18, 2020) – Liphatech Inc. promotes Matt Elderbrook to the Agriculture Division as Animal Health Business Manager. Matt will represent and manage Liphatech’s Animal Health business segment consisting of brands: FastDraw®, Revolver®, and Cannon™ Soft Baits, Hombre®, BootHill® and Gunslinger® Blocks or Pellets, Renegade™ Meal Bait, and AEGIS® Bait Stations.



Matt has several years of experience providing rodent control solutions to distributors and end-users, in his previous position as Midwest District Sales Manager for Liphatech’s Pest Management Division. He was able to bridge business and relationship gaps with both distributors and end users, and increase sales in his territory. Matt brings a valuable background and knowledge to his new position, and will be working closely with both animal health distribution and end users. Matt will also be representing Liphatech at industry tradeshow, and has received extensive technical and hands on training which makes him a great addition to Liphatech’s Animal Health team of rodent control experts.

Matt attended the University of Wisconsin-La Crosse with a Major in Business-Marketing, and resides in Wausau, Wisconsin.

**About Liphatech Inc.**

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 livestock and agricultural producers to quickly achieve the cost-effective control of rodent populations. Liphatech specializes in servicing the agricultural and animal health markets with products: FastDraw, Revolver, Cannon, Hombre, BootHill, Gunslinger, and Renegade rodenticides, as well as the “fast-to-service” Aegis® line of bait stations. For more information about Liphatech, or its innovative line of products, call 888-331-7900 or visit [www.liphatech.com](http://www.liphatech.com).