

Contact: Abby McKinley
McKinley Communications, Inc.
Phone: 816-833-8100
Fax: 816-833-8188

3675 S. Noland Road, Suite 111
Independence, MO 64055
www.mckinleycommunications.com

Press Release

Stop Rodent Damage with Proven Gladiator™ Rodenticide

Atlanta, Ga., August 12, 2004: With cool weather quickly approaching, now is the time to take immediate and effective rodent control before the disease-causing problem is out of hand. Gladiator™, from Agrisel USA, is the meal of choice for these destructive, disease-carrying rodents. Many rat and mouse populations have grown resistant to certain types of rodenticides, specifically anticoagulants, but Gladiator™ is an EPA-approved neuro toxin for anticoagulant-resistant rodents. Formulated for higher palatability to ensure consumption, a single dose is lethal to rodents – including the Norway Rat, the Roof Rat and the House Mouse – but is safe for pets and animals.

A single rat can consume 15 to 20 lbs. of grain per year and contaminate ten times that amount as rodents are known to carry more than 200 diseases that could infect livestock and poultry. Besides these biological hazards, there are a number of potential structural and equipment damages these pests can cause, including the possibility of fire from chewed electrical wires.

Once Gladiator is consumed, rats and mice stop eating additional bait and feeds which results in a huge cost savings since these immediate effects require 400% less bait for the same results. Standard anticoagulant rodenticides allow rodents to continue feeding for up to five days. After consumption of Gladiator, results are achieved within one or two days.

In addition, there is no secondary toxicity because Gladiator's stop-feed action minimizes the amount of product rodents consume.

For more information, contact the Gladiator dealer nearest you, or call Agrisel at 877-480-0880. You also can learn more online at www.agrisel.com.

###