



FOR IMMEDIATE RELEASE

[USE COMPANY LETTERHEAD]

Contact: [ADD: Business name]

[ADD: Person's name]

[ADD: Phone number]

[ADD: Email address]

Termites Pose Big Trouble for Homeowners

[ADD: CITY, State] — [ADD: DATE] — Homeowners worry about the possibility of a fire or severe weather destroying their house, yet studies indicate damage from subterranean termites is far more likely, especially in [ADD: State]. This year alone, more than 5 million homes in the United States will be damaged by subterranean termite infestations,¹ and homeowners will face an estimated \$5 billion to \$10 billion in property damage.²

“In [ADD: State], structural damage from subterranean termites is a potentially serious problem,” says [ADD: Company spokesperson, title]. “If you suspect a termite problem, it’s best to seek expert help immediately for an inspection. Sometimes people confuse winged ants and termites, and the threat of not knowing the difference can be huge.

“There are few options to consider when choosing how to treat your subterranean termite problem,” [ADD: Company spokesperson’s last name] says. “At [ADD: Company name], we offer inspections along with an innovative solution that actually eliminates entire termite colonies from the site and protects the structure from subterranean termites for years to come — the Sentricon System.”

The Sentricon® System is a revolutionary termite baiting technology that provides ongoing structural protection from termites through in-ground baiting stations placed around the perimeter of a home.

“When customers experience termite infestations in their home, the most important thing to them is getting rid of the problem. Yet, they also want a solution that will protect their home in the future,” [ADD: Company spokesperson’s last name] says. “The Sentricon System does both, offering entire termite colony elimination and ongoing, long-term structural protection. It’s the only termite protection their house will ever need.”

[ADD: Company name]’s Sentricon service involves four simple steps. First, an inspection. Second, [ADD: Company name] installs the Sentricon bait stations around the outside perimeter of the property. The Sentricon System stations, which lie flush with the ground, contain bait that research has shown termites actually prefer over wood. Third, the termites establish the bait as a food source and share it with their nestmates, including the termite queen, who can produce more than 1 million termites in her lifetime. As termites in the colony eat the bait, they all die, resulting in total termite colony elimination. Fourth, [ADD: Company name] continues to monitor the stations to ensure against new termite attacks.

“The Sentricon System is far less disruptive to our customers because servicing is typically performed entirely from outside the home. This is the most significant termite control development the pest management industry has seen in 50 years,” [ADD: Company spokesperson’s last name] says.

[ADD: Company name]’s technicians have received extensive training from the manufacturer on proper use of the Sentricon® System, as well as training on advanced termite biology and identification. For more information about the Sentricon System, contact [ADD: Company name] at [ADD: Company phone number], or visit [ADD: Company name]’s website at [ADD: Company website] or

<http://www.sentricon.com/>.

¹Ipsos-Insight

²National Pest Management Association; Rust and Su, Annual Rev. Entomol., 2012

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