

# SenesTech Launches Sales of ContraPest® In Hawai'i

FLAGSTAFF, Ariz., Aug. 7, 2018 /[PRNewswire](#)/ -- SenesTech, Inc. (NASDAQ: SNES), a developer of proprietary technologies for managing animal pest populations through fertility control, today announced that it has formally launched sales in Hawai'i. The Company has begun training and supply to local pest management professionals and distribution partners, with the market's first sale and shipment of ContraPest®. In addition, SenesTech has been asked and has begun to train and develop deployment plans for ContraPest to Hawaiiana Property Management Company, LTD, an organization with over 700 homeowners associations and commercial properties under management in the Hawaiian Islands.

"Demonstration of ContraPest uptake, in the release of the Phase 1 data on an open forested area presented at the 25th Annual Hawai'i Conservation Conference by the Oahu Army Natural Resource Program, has produced an immediate and growing interest among frustrated property managers and applicators who have battled the rat problems in the Islands for decades," said Dr. Loretta Mayer, CEO and Co-founder of SenesTech. "The feedback in the state of Hawai'i is similar to the California market, with an interest in integrating innovation and non-lethal solutions into their integrated pest management protocols. SenesTech is committed to this key market with full-time employee presence on the Islands to support ContraPest product training for certified applicators and distribution partners, as well as community engagement and education."



"The Hawaiian climate, both in environmental and social aspects, represents a unique opportunity for ContraPest. We estimate the homeowner association market alone is over \$10 million in near term opportunity. As the head of Hawaiiana said to me, 'Every HOA property manager on the Islands will want this, as it addresses a troublesome problem and does so with less risk to handlers and secondary species,'" continued Dr. Mayer.

"Wildlife managers and public land stewards have also been frustrated by the inability of existing pest control protocols to adequately and safely control invasive rats. Based on successful research thus far, in our opinion, ContraPest offers a new solution for environmentally sensitive locations here on the Islands, that will then be evaluated for use in other key markets such as California," concluded Dr. Mayer.

## About ContraPest

ContraPest® is an innovative technology that targets the reproductive capabilities of Norway and roof rats. As a highly palatable liquid, the formulation promotes sustained consumption, helping to reduce fertility in both male and female rats, bringing populations down and keeping them down. Our delivery system is designed to minimize handler exposure, and ContraPest is dispensed inside tamper resistant bait stations, minimizing the risks to non-target species.

As a versatile tool, ContraPest can be used within Integrated Pest Management (IPM) programs to help reduce reproduction and magnify the success of IPM protocols or as a standalone, non-lethal solution for customers that are looking to reduce or eliminate the use of lethal methodologies.

ContraPest is a Restricted Use Pesticide, due to applicator expertise. Please read and comply with all label instructions.

## About SenesTech

SenesTech has developed and is in the process of commercializing a proprietary technology for managing animal pest populations, primarily rat populations, through fertility control. For more information visit the

SenesTech website at [www.senestech.com](http://www.senestech.com).

#### Safe Harbor Statement

*This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. "Forward-looking statements" involve estimates, assumptions, risks and uncertainties and describe future expectations, plans, results, or strategies. Forward looking statements are generally preceded by words such as "may," "future," "believe," "plan," "will" or "should," "continue," "expect," "anticipates," "eventually," "projected" or other comparable terminology. Such forward looking statements include, but are not limited to: our expectations regarding our utilization of operating cash, our expectations regarding operating results, and our expectations related to our product messaging and distribution relationships. You should not unduly rely on forward looking statements because such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events, or results to differ materially from those projected in the forward-looking statements, including the risks that actual results may differ materially from those projected in the forward-looking statements as a result of various factors and other risks identified in our filings with the Securities and Exchange Commission. All forward-looking statements contained in this press release speak only as of the date on which they were made and are based on management's assumptions and estimates as of such date. We do not undertake any obligation to publicly update any forward-looking statements, whether as a result of the receipt of new information, the occurrence of future events or otherwise.*

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