

# SenesTech Expands Digital Reach with Addition of "Newsroom" to its Website

FLAGSTAFF, Ariz., April 17, 2019 /PRNewswire/ -- SenesTech, Inc. (NASDAQ: SNES), a developer of proprietary technologies for managing animal pest populations through fertility control, has expanded its marketing footprint into the social media platforms of Facebook, Twitter, Instagram, and LinkedIn with a consolidated upgrade of our website with "Newsroom" as mentioned on the last earnings call.



"Keeping up with the escalating growth of interest in our innovation places a big 'ask' on our Marketing Department. We have significantly expanded our marketing and communication capabilities and are focusing on increasing communication to the industry, public, and the 'street'," said Dr. Loretta P. Mayer, CEO and co-Founder of SenesTech.

"When it comes to our commitment to innovating pest management products and processes, communication with our customers is key. That's why we've been an early adopter of 'marketing 4.0' and collaborate with marketing experts on how best to represent our brand and mission," said Michelle Kristoff, Marketing Product Manager. "In addition, our investors are getting more and more hungry for updates and frequently rely on social media for up to the minute posts."

Dr. Mayer further states that, "This is who we are, proud of what we are doing and always anxious to share. That's why, on our website, you can find out when our experts may be in your city with a trade show or presentation. Some may find it convenient to arrange to have a visit with us either in or around the event. Of course, we still welcome those who drop by our offices when they pass through Flagstaff. Information and learning is key to understanding the reach of our technology."

## About SenesTech

SenesTech is changing the paradigm of pest management by targeting the root cause of the problem: reproduction.

ContraPest<sup>®</sup> is an innovative technology with an approach that targets the reproductive capabilities of both sexes in rat populations, inducing egg loss in female rats and impairing sperm development in males. Using a proprietary bait delivery method, ContraPest<sup>®</sup> is dispensed in a highly palatable liquid formulation that promotes sustained consumption by rat communities. ContraPest<sup>®</sup> is designed, formulated and dispensed to be low hazard for handlers and non-target species such as wildlife, livestock and pets, where the active ingredients break down rapidly.

We believe ContraPest<sup>®</sup> will establish a new paradigm in rodent control, resulting in a decreased reliance on lethal options. 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" describe future expectations, plans, results, or strategies and are generally preceded by words such as "may," "future," "plan" or "planned," "will" or "should," "expected," "anticipates," "draft," "eventually" or "projected." You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events, or results to differ materially from those 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. Forward looking statements include, but are not limited to, our expectation regarding sales commitments, our expectation regarding the conversion of sales commitments and programs to revenue, our belief that our product is more humane, less harmful to the environment and more effective than traditional methods, and our belief that ContraPest will establish a new paradigm in rodent control without environmental effects of rodenticides. 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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