

SenesTech Launches "Direct To Consumer" Program for ContraPest®

PHOENIX, March 19, 2020 /[PRNewswire](#)/ -- SenesTech, Inc. (NASDAQ: SNES), a developer of proprietary technologies for managing animal pest populations through fertility control, today announced that it had successfully launched direct to consumer sales of its flagship rodent control product, ContraPest®, through the Company's new e-commerce platform.

[DIY ContraPest](#)



ContraPest is birth control for rats. ContraPest not only reduces rat infestations, it prevents them from coming back. With over five years of testing and deployment in municipal, agricultural and commercial locations, ContraPest has proven to be effective, sustainable, and safer to use than conventional rat poisons.

To meet the demands of homeowners and small business owners who wish to protect their properties, families, and communities from the risks associated with rat infestations, this program is designed to make ContraPest more easily accessible and easy to use. ContraPest is now available as a starter kit, which includes a bait station, a tank of ContraPest and a tray. Refills are available as a single or a monthly subscription order.

To order ContraPest:

- Order ContraPest straight from [SenesTech's Online Store](#)
- Conveniently deploy ContraPest on-site without worrying about exposure to poisons
- Subscribe to [our monthly program](#) and save 5% off entire order

To learn more about this, visit [our website](#), which also provides tools to help homeowners and small business owners take charge of rat prevention by choosing ContraPest as a biorational, proactive, year-round solution.

After order fulfillment, SenesTech's customer service team will follow up with customers within a few days to assist with deployment and answer any questions, and will reach out again to help with deployment optimization and reorder.

"We implemented this program to address the needs of customers who either could not find a pest management professional to meet their needs or preferred to do-it-themselves," said Steven Krause, Ph.D., SenesTech's EVP of Sales and Marketing. "From this launch success, we can now confidently expand our outreach. With available email lists, digital ad placements and social media techniques – we can rapidly reach millions of targeted, potential customers."

Of the 95 million single family homes in the U.S., 54% identify as 'do-it-yourselfers', and 40% of those are rat control specific – or a 20.5 million customer segment that is spending \$600 million per year on solutions.

"We believe that ContraPest's environmentally friendly formula and user friendly approach will be game-changing in pest control – for professionals and consumers," said Ken Siegel, SenesTech's CEO.

About SenesTech

SenesTech is changing the model for pest management by targeting one of the root causes of the problem: reproduction.

ContraPest® 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 is dispensed in a highly palatable liquid formulation that promotes sustained consumption by rat communities. ContraPest® 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 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.

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," "should," "expects," "anticipates," "eventually" or "projects." 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. Examples of forward-looking statements include, among others, statements we make regarding our strategy for product development and marketing; our assessment of customer demand and preferences; our expectations regarding the success, timing, composition and deployment of our direct to consumer program; 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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