

# SenesTech Launches Isolate Bait System™ for ContraPest®

Single step deployment system increases market potential while reducing install times by 80%

Incorporates Enhanced ContraPest Formulation for Improved Performance in the Field

PHOENIX, July 24, 2023 /PRNewswire/ -- SenesTech, Inc. (NASDAQ: SNES, "SenesTech" or the "Company"), ([www.senestech.com](http://www.senestech.com)) the rodent fertility control experts and inventors of the only EPA registered contraceptive for male and female rats, announced the launch of a new delivery system for ContraPest®, the Isolate Bait System™ with a simple design that enables more efficient deployment. This system incorporates an enhanced formulation of ContraPest that is expected to provide improved performance of the fertility control bait in the field. The Isolate is paired with a new bait station that is more efficient and economical.



Product Overview: The Isolate Bait System is specifically designed based on customer demands for a more efficient and easier-to-use bait system.

- Quick and Easy Deployment
  - With a simple peel-off seal, the Isolate Bait System allows for rapid placement and setup, with users showing up to 80% reduction in time and effort
- User-Friendly Design
  - The integrated tank-tray unit is designed for ease of use, catering to both professionals and the do-it-yourself market.
- Convenient Size
  - With a compact 8 fl. oz. size, it is manageable and suitable for all users, enhancing the overall experience.
- Sustainability
  - The container is recyclable.
- Increased Efficiency
  - The new design, along with an enhanced formulation, ensures improved performance in the field, providing superior results.

"The Isolate Bait System was developed in direct response to customer feedback. Customers wanted the efficacy of ContraPest coupled with the ability to deploy and service ContraPest quickly and easily. The design of the new delivery system combines the tank and tray into a single unit resulting in a significantly simplified deployment process. All customers have to do is place the unit in a bait station and remove the protective label. The convenience of this product will expand our reach to a broader array of customers as more customers find alternatives that better fit their needs," said Joel Freundt, SenesTech's President and CEO.

"Concurrently, we are introducing an enhanced formulation that will improve the product's performance in a wide variety of

environmental conditions,” continued Mr. Freundt.

“Consumers will benefit from these innovative advancements, and we expect that these expanded product offerings will help accelerate revenue growth,” concluded Mr. Freundt.

The ContraPest delivery options now include:

Isolate Bait System	Ease of use and convenience
Elevate Bait System	Targeted for above ground infestations
Ultimate T&T Bait System	Larger size for professional use

#### About SenesTech

We are the experts in rat fertility control. Our passion is to create a healthy environment by better controlling rat pest populations. We keep an inescapable truth in mind. Two rats and their descendants can be responsible for the birth of up to 15,000 pups after a year. We invented ContraPest, the only U.S. EPA registered contraceptive for male and female rats. ContraPest fits seamlessly into all integrated pest management programs, greatly improving the overall goal of effective rat management. We strive for clean cities, efficient businesses, and happy households – with a product that was designed to be effective and sustainable without killing rats. At SenesTech, we are committed to improving the health of the world by humanely managing animal populations through fertility control.

For more information and to order, visit <https://contrapestore.com>.

#### Safe Harbor Statement

This press release contains “forward-looking statements” within the meaning of federal securities laws, and we intend that such forward-looking statements be subject to the safe harbor created thereby. Such forward-looking statements include, among others, our expectation that the enhanced formulation of ContraPest will provide improved performance of the fertility control bait in the field; our belief that the new design of the Isolate Bait System, along with an enhanced formulation, ensures improved performance in the field and higher acceptance by rats, providing superior results; our belief that the enhanced formulation of ContraPest will improve the product’s performance in a wide variety of environmental conditions; our belief that rats may prefer the new delivery system; and our belief that our expanded product offerings will help accelerate revenue growth as customers find alternatives that fit their needs better. Forward-looking statements may describe future expectations, plans, results or strategies and are often, but not always, made through the use of words such as “believe,” “may,” “future,” “plan,” “will,” “should,” “expect,” “anticipate,” “eventually,” “project,” “estimate,” “continuing,” “intend” and similar words or phrases. You are cautioned that such statements are subject to risks, uncertainties and other factors that could cause actual results to differ materially from those reflected by such forward-looking statements. Such factors include, among others, the impacts and implications of the COVID-19 pandemic, the successful commercialization of our products, market acceptance of our products, regulatory approval and regulation of our products and other factors and risks identified from time to time in our filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the fiscal year ended December 31, 2022. 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. Except as required by law, 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.

#### CONTACT:

Investors: Robert Blum, Joe Dorame, Joe Diaz, Lytham Partners, LLC,  
602-889-9700, [senestech@lythampartners.com](mailto:senestech@lythampartners.com)

Company: Tom Chesterman, Chief Financial Officer, SenesTech, Inc.,  
928-779-4143

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<https://senestech.investorroom.com/2023-07-24-SenesTech-Launches-Isolate-Bait-System-TM-for-Contrapest-R>