

NEWS RELEASE

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FORSHAW AND RESIDEX TAKE LEAD IN THE FIGHT AGAINST BEDBUGS

*Distributors to offer BioSensory's new
NightWatch™ Bedbug Monitor
to pest management professionals nationwide*

PUTNAM, CT (May 14, 2009): BioSensory Inc., a U.S.-based manufacturer of environmentally-sensitive pest management products to monitor and control bedbugs, mosquitoes and biting insects, has introduced its NightWatch™ Bedbug Monitor and NightWatch™ Bedbug Lure product to the U.S. professional pest management market. Recognizing the value of this new technology and the role it plays in early detection and control, two distributors, Forshaw Distribution and Residex, LLC, have stepped forward to get the product to market as quickly as possible.

“When Pat Callahan called to say that he had an opportunity to bring PMPs a much-needed product faster, Residex said OK,” notes Chris Donaghy, president of Residex, LLC, referring to BioSensory’s global sales and marketing manager, Patrick Callahan. “Residex wants to make sure our customers are out in front of the market on cutting-edge issues such as bedbug management. BioSensory’s NightWatch Bedbug Monitor is an important tool in early detection of bedbugs and also confirming they are gone once

PMPs do treatments. I was at the EPA Bed Bug Summit meeting, and people were looking for a bedbug detection device. We chose a reputable supplier partner and worked with them to ensure that Residex's customers were among the first to have it."

Tom Forshaw, president of Forshaw Distribution echoed Donaghy's comments, "BioSensory has been working hard to get NightWatch to market. All of us at Forshaw think that NightWatch Bedbug Monitor will be a key part of any bedbug job because it's the only monitor to pick up infestation at the earliest stages," comments Mr. Forshaw. "PMPs need to be buying NightWatch from Forshaw Distribution, right now!"

BioSensory has also received orders from Rhodes Chemical, Target Specialty Products and Univar USA. These distributors will be receiving monitors and lures within the next few weeks. "Whenever you introduce new technology to any marketplace, there is a tendency for channel partners to be very cautious about projections and forecasts," explains Jim Nolen, president of BioSensory. "Generally, the early adopters are the most successful and profitable businesses."

To place an order, contact your nearest distributor. For more information, contact BioSensory at 860-928-1113 or visit www.biosensory.com.

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Established in 1996, BioSensory, Inc. is a U.S.-based manufacturer of environmentally sensitive, advanced technology monitors and traps as well as kairomone inhibitors and dispensers to keep biting insects away from people, pets and livestock. Patented and trademarked products include The Dragonfly® II, Mosquito 'Cognito®, Conceal® Candles and NightWatch™ Bedbug Monitor. Based on extensive laboratory and field studies of each pests' natural biting instincts and physiology, the company has developed a line of products to meet the needs of pest management professionals and consumers alike. When used as part of an Integrated Pest Management system, BioSensory products minimize damage to the environment by reducing the need for insecticides, and denying insects the opportunity to become resistant to pesticides through overuse. Through a Cooperative Research and Development Agreement with the Agricultural Research Service of the United States Department of Agriculture, the company has developed, tested and distributed environmentally safe products throughout the world.

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