



NEWS RELEASE

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Sweeney's Introduces All Out™ Deer & Rabbit Repellent *New Micro-encapsulated, Time Release Formula Extends Effectiveness*

Note: Hi-resolution images and/or product sample available upon request



ST. LOUIS—Nov. 21, 2008— Sweeney's (<http://www.wrsweeney.com>), an industry leader in developing safe and effective home pest control products, announces a new product to their line-up of proven repellents - [All Out™ Deer & Rabbit Repellent](#). This state-of-the-art, micro-encapsulated formulation provides time-released action, more resistance to rain, and minimal odor to humans.

“This is not just another awful smelling liquid spray,” says Stewart Clark, director of research and development at Senoret Chemical Company, makers of All Out™. “Gardeners will appreciate the extended effectiveness the time-released formula provides. Additionally, field and lab trials show the repellent is 100 percent effective even after three days of rain. Regular watering won't wash off the formula either, one of the hassles typically associated with deer and rabbit repellents.”

Proven active ingredients in All Out™ Deer & Rabbit Repellent include butyl mercaptin which emits a sulfurous odor. The odor is far less offensive to humans than common putrescent egg formulas and acts on the deer and rabbits' sense of fear, triggering a flight response. Other ingredients include high concentrations of habenero pepper and garlic, an odor and taste that further repels the deer and rabbits from plants, driving them away before they dine.

EPA registered, All Out™ is an organic, environmentally friendly product that is safe for use around ornamental plants, flowers and shrubs.

Consumers with deer and rabbit repellent questions are invited to call the All Out™ hotline at 866-738-7920 for personalized assistance in solving deer and rabbit dilemmas - or log onto www.wrsweeney.com for more information.

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About Sweeney's

Headquartered in St. Louis, Missouri, Sweeney's is an industry leader in developing safe and effective home pest control products. Sweeney's was founded in 1892. In 2005, the company was purchased by Senoret Chemical Company, makers of the TERRO® brand of ant control products. Today, Sweeney's products, including baits, traps and repellents for controlling moles, gophers, rodents and nuisance wildlife, are widely distributed at leading retailers nationwide. For more information on Sweeney's products, call 1-800-837-7644 or visit www.wrsweeney.com.