



Bed Bug Alert monitoring device creates buzz at the National Hardware Show in Las Vegas, NV.

CHICAGO, IL, May 16, 2011—It's the news people have been waiting to hear: you **CAN** have bedbug peace of mind. Last week, [Bird-X introduced "Bed Bug Alert"](#) at the National Hardware Show in Las Vegas, sparking an immediate and sensational level of interest from vendors, attendees and media personnel. Bed Bug Alert is a clear, safe, rigid plastic bedbug monitoring device—about the size of a business card—that slips under the mattress or into other tight spaces where bedbugs are suspected. A special gel inside the device, containing human pheromones, attracts and traps bedbugs if they are present, alerting you to the problem before it's too late. Bed Bug Alert is the first and only product of its kind and is currently patent-pending. It is expected to produce worldwide ramifications for consumers, business owners, and most specifically, travelers.

Bedbugs are found in homes, apartments, dorm rooms, hotel rooms, airplanes, public transit seats, cars and moving vans—pretty much anywhere they can find a human host. They then attach themselves to clothing and other belongings and are (unknowingly) transported to new locations. However, you now have the power to detect bedbugs in time to prevent bites and infestation, with Bed Bug Alert.



As highlighted in recent news coverage, bedbugs are known to carry at least 27 agents of human disease, including the drug-resistant bacteria (or "superbugs") MRSA and VRE, and even Hepatitis and HIV (according to the [Centers for Disease Control and Prevention journal](#)). Scientists are still working to determine the threat of transmission. However, there is no reason to take chances when a detection system this simple exists.

Protect your home and your family. Protect your business. Protect your employees and customers. Protect your health when you travel. Don't leave home without Bed Bug Alert!

The Bed Bug Alert is a **SIMPLE, DISCREET and AFFORDABLE** way to check for bedbugs anywhere:

- Homeowners – check daily
- Hospitality industry – monitor all rooms discreetly
- Travelers – test hotel and motel beds upon arrival
- Families – keep an eye on hospitals or long-term care facilities for loved ones
- Students – screen dorm rooms

When using Bed Bug Alert, inspect daily. If a bedbug shows up, call your local pest control company. If not, sleep sound knowing you are safe. Take control now so you can take action before it's too late!

To read more about Bed Bug alert on the Bird-X website, click here: <http://www.bird-x.com/page.html?chapter=0&id=83>.

For more information about Bird-X and other 'green' bird and pest control solutions, visit www.bird-x.com or call (800) 662-5021.

About Bird-X, Inc.

Bird-X is the leader in producing humane and eco-friendly pest and bird repellent products, since 1964. We offer the most comprehensive line of bird control products that are humane, non-toxic and eco-friendly. Our bird deterrents range from state-of-the-art laser technology to sonic/ultrasonic bird control, goose and pigeon repellents, bird netting, bird spikes, visual scares, and animal sound repellers.

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