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**FOR IMMEDIATE RELEASE**

## **A Green Method for Fending Off Mice During Winter Months**

### **NORTHERN EXPLORER OFFERS IDEAL SOLUTION WITH STORE-IT-RIGHT MOUSE POUCH**

**Leawood, KS (October 27, 2008)**— Northern Explorer, LLC, ([www.northernexplorer.com](http://www.northernexplorer.com)) announces a green solution for keeping mice at bay, perfect for winterizing RVs, boats, cabins, lake houses and vehicles.

Mice and other rodents tend to make themselves at home when vehicles and residences are left unattended. Not only are they unpleasant to find, but they also leave a mess, and they can chew through vehicle wiring and plastic and rubber lines.

In May 2008, the EPA passed a ruling to control all rodenticides due to the harmful effects they have on the environment and their potential to hurt or kill small pets or children. This left few options for rodent control.

Chemical bait stations contain toxic chemicals that can create unsafe use practices and are considered by EPA to be dangerous. Glue stations and mechanical devices are messy and their effectiveness is limited by placement.

But Northern Explorer has a solution. The Store-it-Right™ Mouse Pouch provides a safe alternative for effective control of rodents in enclosed areas. It's approved by the EPA, meaning it's passed strict standards with regard to the environment, safety and performance.

Mice can only see 8 inches and depend strongly on their smell to avoid predators. If this is altered or disrupted, they become disoriented and flee from offensive odors. That's why Store-it-Right has a patented formulation that clogs their sense of smell. Made of an all-natural biodegradable blend of corncob chips, herbs and essential oils, the product smells like an Alaskan wilderness area, which is pleasant to humans but extremely offensive to mice and other rodents, thus, keeping them away.

One or two pouches are good for 250 sq. ft., depending on rodent pressure. When placed strategically, the patented technology of each pouch can be used effectively to repel mice up to 30 days and freshen an area for up to 90 days. Research data confirms that Store-it-Right repels mice up to 100 days.

Northern Explorer is dedicated to the environment by offering products that are environmentally safer, packaged using recycled materials and are federally registered and approved. For more information, visit [www.northernexplorer.com](http://www.northernexplorer.com) or call 1-888-681-1443.