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**PEST COMPANY OFFERS NON TOXIC SOLUTION FOR HOTEL
INDUSTRY'S BED BUG NIGHTMARES**

Service enables hotels to get rooms back in service quickly without chemicals.

January 17, 2007, Los Osos, CA: Heat may provide the answer to the lodging industry's bedbug nightmares. With bed bugs making news across the country, CENCAL Thermal Treatment, Inc. is experiencing increasing demands for its nontoxic thermal pest control service.

Thermal pest control, also called "Heat," uses clean, dry heat to accomplish what traditional chemical pest control has done. Chemicals appear to be losing favor among the public and lawmakers due to health and safety concerns. Heat is a nontoxic alternative that has gained the support of the Structural Pest Control Board.

According to company President, Scott Birchell, "We receive several inquiries each week from hoteliers with suspected bed bug infestations. Just two years ago, bed bug calls were a dime a dozen. Today, the lodging industry is experiencing a real problem and they are looking for effective ways to eliminate the bugs and get their rooms reoccupied quickly. With the controversy surrounding pesticides, most prefer to find a non-chemical solution."

CENCAL uses a sophisticated combination of industrial portable heaters, ducting, and electronic monitoring devices to raise the temperature of the affected room to a level that is lethal to bed bugs and their eggs. In most cases, the room can be reoccupied in 8 hours, with no mattress replacement required.

The cost of Heat is comparable to that of pesticides, but without the hidden costs of mattress replacement, and lost occupancy revenue. Rooms are typically required to be vacant for several days after a chemical treatment, where they can usually be reoccupied within hours of a Heat treatment.

CENCAL Thermal Treatment, Inc., founded in 1996, is a professionally trained and licensed pest control company that offers the patented ThermaPureHeat® service. The company is one of only a handful of companies authorized to offer this service to its residential and commercial customers. CENCAL uses Heat to eradicate wood destroying insects, bed bugs, and other pests in homes and businesses. For more information, visit www.cencalheat.com.

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