

# Memphis Business Journal

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## MosquitoNix enters Tennessee market with franchises set for Memphis, Nashville

MosquitoNix plans to open a location in Memphis this spring as part of a move to enter the Tennessee market with four franchises.

Based in Dallas, MosquitoNix's Insect Mist System kills and repels mosquitos and other insects. The automated system sprays Pyrethrum, a natural insecticide derived from chrysanthemums.

Josh Johnston, franchise development director for MosquitoNix, says the company plans to expand from 13 franchises in Texas, Florida, Atlanta and the Carolinas to 20 this year.

The mosquito control business, which also helps fight the spread of West Nile Virus, has a lot of potential in the Mississippi Delta and Memphis, he says.