

BASF announces partnership with American Soybean Association to alert soybean growers



Exclusive sponsor of SoyRAP educational and alert system

RESEARCH TRIANGLE PARK, NC, July 30, 2009 – BASF is proud to announce its exclusive partnership with the American Soybean Association (ASA) and Doane Advisory Services to provide the Soybean Rust and Aphids Program (SoyRAP) Web site (www.soyrap.com). BASF, among several companies, had previously been a co-sponsor of the Web site for several years.

SoyRAP is the foremost Web site for advice about the prevention of Asian soybean rust and treatment of soybean aphids. It utilizes a nationwide network of crop consultants who monitor the progression of confirmed soybean rust outbreaks in the U.S., and it provides growers with fungicide and insecticide application recommendations based on regional analysis.

“SoyRAP provides growers with an important and up-to-date resource to help maintain a healthy crop,” said Nick Fassler, Technical Market Manager for BASF. “Soybean aphid populations and Asian soybean rust can be yield-robbing and can grow and spread very quickly. Preventative applications of a fungicide, such as **Headline**® fungicide combined with **Respect**® insecticide, are critical to maintain a viable soybean crop.”

In addition to USDA scouting reports and the latest marketing reports, SoyRAP will feature educational information and research about disease management and crop protection tools for soybean growers.

“BASF is proud to become the exclusive partner with the ASA and Doane to support this important resource and to help growers get the most out of every acre,” said Fassler.

The American Soybean Association is the collective voice of American soybean producers. For more information about the ASA, visit www.soygrowers.com.

Doane Advisory Services is the multimedia provider of choice for trusted information, advice and business solutions for agriculture. For more information about Doane Advisory Services, visit www.doane.com.

For additional information about the BASF portfolio of products, or to find contact information for your local BASF business representative, visit www.agproducts.basf.us.

About the Crop Protection Division

With sales of €3.4 billion in 2008, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry, providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition and thus enhancing the quality of life for a growing world population. Further information can be found on the Web at www.agro.basf.com.

BASF - The Chemical Company. We don't make a lot of the products you buy. We make a lot of the products you buy better.®

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 15,000 employees in North America and had sales of

approximately \$17.5 billion in 2008. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit www.basf.com/usa.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals, as well as oil and gas. As a reliable partner, BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF has approximately 97,000 employees and posted sales of more than €62 billion in 2008. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

Always read and follow label directions.

Headline and Respect are registered trademarks of BASF.
©2009 BASF Corporation. All Rights Reserved.
APN 09-01-088-0007