

BASF hosts more than 100 Kixor herbicide plot tours this summer for retailers, distributors and consultants



RESEARCH TRIANGLE PARK, NC, June 24, 2009 – BASF has more than 100 plot tours planned this summer to demonstrate the performance of the new **Kixor**® herbicide technology.

Plot tours are scheduled from June through September at locations across the country to give retailers, distributors, consultants and media representatives an early look at the potent foliar and soil residual activity that the new active ingredient, **Kixor** herbicide, has on a broad spectrum of broadleaf weeds. BASF technical experts and crop specialists will be on hand to answer questions and explain the projected uses of products powered by **Kixor** herbicide technology. We anticipate registration and availability of these products in the third quarter of 2009.

The tour sites feature side-by-side comparisons of treated and untreated plots with trials demonstrating the projected preplant burndown and preemergence application timings, and also preview additional new products in the BASF pipeline.

“**Kixor** is a new chemistry that expands the BASF portfolio of crop protection products,” said Dan Westberg, Ph.D., Technical Market Manager, BASF. “Our discovery of the **Kixor** molecule is exciting because trials have shown it has a unique and innovative activity on more than 70 broadleaf weeds in more than 30 different crops.”

*About **Kixor** herbicide technology*

Kixor herbicide technology is unique chemistry specifically designed to solve the toughest broadleaf weed challenges facing growers today.

- >> **Kixor** is the only herbicide technology in the pyrimidinedione class of chemistry
- >> **Kixor** is being developed for use across a wide range of crops (30+)
- >> **Kixor** powered formulations will offer broad-spectrum control of today’s most difficult to control broadleaf weeds
- >> **Kixor** has shown in approximately 1,700 field trials to deliver superior burndown and soil residual activity during 10 years of research and development

Kixor inhibits a key step in chlorophyll biosynthesis leading to a toxic buildup of reactive oxygen species in sensitive broadleaf weeds, resulting in fast, complete control.

Research trials of the **Kixor** family of products has shown excellent efficacy on more than 70 tough broadleaf weeds such as common lambsquarters, marehail, kochia, common ragweed and giant ragweed. The **Kixor** family of products has been tested in corn, grain sorghum, soybeans, cereals, cotton, pulses, sunflower, citrus, pome fruit, stone fruit and nuts. It will be available in four formulations to meet a wide range of weed control needs starting in the third quarter of 2009.

For a complete schedule of dates and locations for the **Kixor** plot tours available to retailers, distributors, consultants, media representatives and others, contact your local BASF business representative.

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.

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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.

Kixor is an investigational herbicide and is not registered and not available for sale. This information is provided to educate on new research results and is not intended to promote the sale of this product. Any sale of this product after registration is obtained shall be solely on the basis of the EPA-approved label and any claims regarding product safety and efficacy shall be addressed solely by the label.

Always read and follow label directions.

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APN 09-01-079-0018