

BASF Agricultural Products Appoints Paul Rea Director Of Specialty Products Division



RESEARCH TRIANGLE PARK, NC, September 4, 2007 - BASF Agricultural Products (AP) announced it has appointed Paul Rea as director of its Specialty Products Division (SPD). The SPD group consists of three businesses within BASF AP, including Professional Pest Control, Professional Turf & Ornamentals and Professional Vegetation Management.

Paul has been with BASF for more than six years and his most recent assignment was director of regional marketing for North America. Prior to that, he was involved in the company's divestiture of the Microflo business and global marketing efforts for BASF's line of herbicides.

"Paul's background and experience will prove invaluable as we move forward with our Specialty Products Division," said Markus Heldt, group vice president, BASF Agricultural Products. "His key focus will be working closely with his management team and their respective customers within pest control, turf & ornamentals and vegetation management to ensure continued mutual success."

"SPD is integral to the business success of BASF Agricultural Products," said Rea. "I look forward to working with the team and growing our business in an ever competitive marketplace."

Before supporting BASF in North America, Rea was national sales manager for BASF Australia, Ltd. overseeing commercial strategies and implementation for the company.

His experience prior to BASF included working within the retail distribution network and more than 10 years with a major seed company in both Australia and New Zealand.

Rea lives in Cay, North Carolina with his wife and three children.

For more information about BASF Professional Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us.

About BASF

The BASF Agricultural Products 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 Agricultural Products 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 New Jersey, is the North American affiliate of BASF AG, Ludwigshafen, Germany. BASF employs more than 15,500 in North America and had sales of approximately \$14.3 billion in 2006. 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, performance products, agricultural products and fine chemicals to crude oil and natural gas. As a

reliable partner to virtually all industries, BASF's high-value products and intelligent system solutions help its customers to be more successful. BASF develops new technologies and uses them to meet the challenges of the future and open up additional market opportunities. It combines economic success with environmental protection and social responsibility, thus contributing to a better future. BASF has over 95,000 employees and posted sales of €52.6 billion (approximately \$66.1 billion) in 2006. Further information on BASF is available on the Internet at www.basf.com.