

News Release



BASF offers new larger, more-economical packaging options for Pendulum® AquaCap™ herbicide and Insignia® fungicide

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RESEARCH TRIANGLE PARK, NC, October 12, 2009 – To give industry professionals greater value and convenience when controlling diseases and weeds, BASF Professional Turf & Ornamentals announced new larger packaging options on two key products. **Pendulum® AquaCap™** herbicide is available for a limited time in a 110-gallon drum and **Insignia®** fungicide is now available in a 36-pound drum.

The **Pendulum AquaCap** 110-gallon drum is only available during the BASF Early Order Program dates, which began Oct. 1 and will end on Dec. 11, 2009. The 36-pound **Insignia** fungicide drum can be purchased with greater cost savings during the BASF Early Order Program and the new size will be offered year-round.

“To achieve even greater success with BASF, our customers asked us to provide more flexible packaging options on these products and we answered,” said Bob York, Marketing Manager, BASF Professional Turf & Ornamentals. “Both package sizes are convenient, more economical and result in less impact on the environment.”

Pendulum AquaCap herbicide offers preemergent weed control of more than 40 broadleaf and grassy weeds and is labeled for use on golf courses, residential and commercial lawn and landscape areas, field and container nurseries, sod farms, athletic fields, Christmas trees and other forest tree nurseries and non-cropland areas.

Broad-spectrum **Insignia** fungicide is labeled for use on golf course, residential, commercial and industrial turf, sod farms, recreational areas and cemeteries, commercial greenhouses, shadehouses, lath houses, outdoor container- or field-grown nurseries and other similarly maintained areas.

For more information about BASF Professional Turf & Ornamentals visit betterturf.basf.us or betterplants.basf.us and blog with us on basfturftalk.com.

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 <http://agproducts.basf.us>.

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.®

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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 and 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 posted sales of more than €62 billion in 2008 and had approximately 97,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.

Always Read and Follow Label Directions.

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