

New Honor™ fungicide and Tower® herbicide from BASF help golf course superintendents control broad-spectrum pest pressures



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RESEARCH TRIANGLE PARK, NC, October 5, 2009 – BASF Professional Turf & Ornamentals today announced its launch of **Honor™** fungicide, a combination of two industry-leading active ingredients, and **Tower®** herbicide, which features dimethenamid-P, a new active ingredient for the turf market. Both products give golf course superintendents broad-spectrum control to help them optimize applications.

Honor fungicide combines boscalid, the active ingredient in **Emerald®** fungicide, and pyraclostrobin, the active ingredient in **Insignia®** fungicide. Ideal for greens, tees and fairways, **Honor's** two modes of action deliver playability to greens and control of diseases, including patch diseases, anthracnose, dollar spot and leaf spot.

Tower herbicide provides preemergent control of more than 50 small-seeded grassy and broadleaf weeds and sedges including goosegrass and yellow nutsedge. **Tower** can be applied to cool- and warm-season turfgrass on tees, fairways, roughs and other amenity turfgrass around common areas on the golf course. For added weed control, **Tower** is an ideal tank-mix partner with **Pendulum® AquaCap™** herbicide.

"Honor and Tower are difference makers. Both products enable golf course superintendents to cost effectively control diseases and weeds that threaten the health and quality of turfgrass," said Dr. Toni Bucci, Business Manager, BASF Professional Turf & Ornamentals. "Both products exemplify our commitment to continually bring innovation to market."

Honor fungicide is labeled for use on golf courses turfgrass, and should be applied prior to or in the early stages of disease development for optimal results.

Tower herbicide is labeled for use on golf courses except on greens, in landscape or grounds maintenance, on mulch beds, jogging and bike trails, non-crop areas, parking lots, fence lines and other areas listed on its label.

For more information about BASF Professional Turf & Ornamentals visit betterturf.basf.us or blog about turf at www.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 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.

Always Read and Follow Label Directions.

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