

Bayer CropScience



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**FOR IMMEDIATE RELEASE**

## **Ignite Herbicide Price Reduction Adds to the Value of LibertyLink Crops**

*Burndown Option Increases Utility of Ignite Herbicide*

RESEARCH TRIANGLE PARK, N.C. (March 4, 2010) — Bayer CropScience announced today a price cut on Ignite<sup>®</sup> herbicide in time for the 2010 season. The company is reducing its price for the herbicide in the range of 20 percent — effective immediately.

Ignite is a powerful, nonselective herbicide alternative to glyphosate. High-yielding LibertyLink<sup>®</sup> corn, cotton, canola and new LibertyLink soybean varieties enable use of Ignite over-the-top to control weeds efficiently.

“The use of Ignite herbicide and the LibertyLink trait is fundamental in preserving the utility of glyphosate and glyphosate-tolerant crops as a viable crop production tool,” said Andy Hurst, Bayer CropScience product manager for Ignite herbicide and LibertyLink.

“Growers want to avoid weed resistance yet maintain simple and efficient weed management,” Hurst explained. “The launch of LibertyLink in soybeans and new FiberMax<sup>®</sup> cotton varieties with the LibertyLink trait enable effective weed management combined with high yields.”

In corn, growers can take advantage of their Herculex<sup>®</sup>, SmartStax<sup>™</sup>, and Agrisure<sup>®</sup> hybrids with corn borer protection by choosing the cost-effective option of Ignite on those acres this year.

**Press Release**

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Additionally, Ignite is an effective burndown tool prior to emergence of glyphosate-tolerant crops. Ignite can be applied as a burndown treatment prior to planting or emergence of cotton, soybean, canola, corn or sugarbeet.

Bayer CropScience is fully committed to supplying Ignite herbicide to meet the demand as crop acres with the LibertyLink trait ramp up, said Hurst.

“The company has invested more than \$150 million in expansion of Ignite manufacturing capacity to accommodate expected demand,” Hurst said. “In addition to seed and crop protection portfolios, Bayer CropScience will lead in the development and commercialization of next-generation herbicide-tolerant traits and other traits of value in soybeans, cotton, corn, canola and other crops.”

For more information about Ignite herbicide and LibertyLink crops, growers can log on to [www.LinkUp.BayerCropScience.us](http://www.LinkUp.BayerCropScience.us), contact their local Bayer CropScience representative or call 1-866-99-BAYER (1-866-992-2937).

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#### **About Bayer CropScience**

Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience AG, a subsidiary of Bayer AG with annual sales of about EUR 6.5 billion (2009), is one of the world's leading innovative crop science companies in the areas of crop protection, non-agricultural pest control, seeds and traits. The company offers an outstanding range of products and extensive service backup for modern, sustainable agriculture and for non-agricultural applications. Bayer CropScience has a global workforce of 18,700 and is represented in more than 120 countries. This and further news is available at: [www.press.bayercropscience.com](http://www.press.bayercropscience.com).

#### **Forward-looking statement**

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