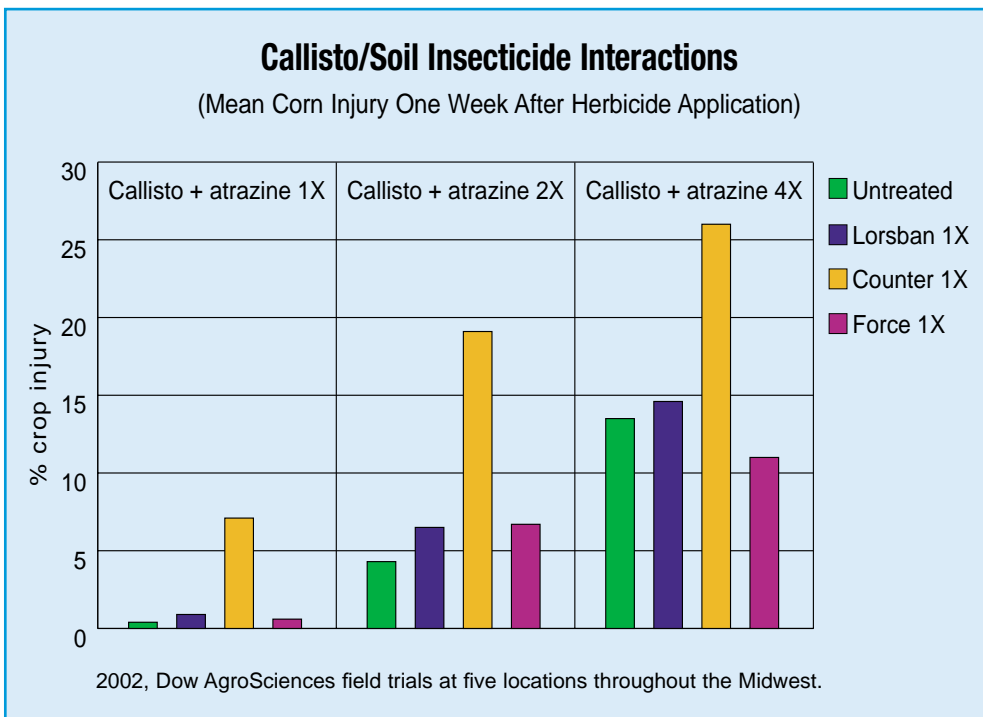




The facts about Lorsban® 15G and Callisto interaction.

You may have heard or read statements by Syngenta – the manufacturer of Callisto herbicide – recommending that Callisto not be used as a postemergence weed control treatment following a soil application of Lorsban® 15G insecticide due to the risk of injury to corn plants.

Field trials conducted by Dow AgroSciences at five Midwestern locations in 2002 showed **no significant damage to corn treated with at-plant-applied Lorsban 15G and postemergence Callisto plus atrazine compared to Force 3G, Counter 20CR or corn not treated with an insecticide.**



In addition, Zeneca (now Syngenta) presented a research paper at the 2000 North Central Weed Science Society meeting stating that there was no interaction between postemergence Callisto and Lorsban 15G that would result in crop injury.

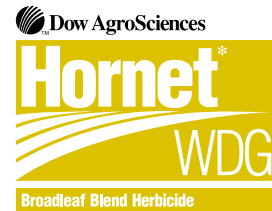
Lorsban 15G is compatible with all postemergence herbicides.

Years of in-field use have proven conclusively that Lorsban 15G is compatible with all leading postemergence herbicides – including Callisto. In fact, a recent market research study revealed that **99.8% of dealers who sold both Lorsban 15G and Callisto herbicides in 2002 reported no crop injury from the combination of these products.**



Still worried about crop injury with Callisto? Switch to Hornet® WDG.

In the same survey, 11.5% of dealers reported observing crop damage related to Callisto alone. We have the perfect alternative: Hornet® WDG herbicide.



Hornet® WDG used in either a traditional two-pass or total post program sets the standard for broadleaf weed control in corn. **With Hornet WDG, you get dependable control without the stalk brittleness, volatility and inconsistency of other products.**

Hornet WDG is the leading postemergence herbicide for control of tough large-seeded broadleaf weeds like giant ragweed, cocklebur, velvetleaf and sunflower. It has broad tank-mix flexibility with all leading herbicides and a wide application window – from spike to 20-inch corn – to ensure target broadleaves are at an ideal treatment stage. Hornet WDG contains two modes of action for resistance management, and has residual control equal to or greater than other postemergence corn herbicides.

You get extra with Lorsban® 15G. YIELD and PROFIT.

Purdue University Trials, 1991-2001¹

| Insecticide | Yield Advantage vs. Untreated – Rating ² | Profit (Loss)/A | \$ Value/A at \$2.25/Bu | Average Root Rating ³ |
|--------------|---|-----------------|-------------------------|----------------------------------|
| Lorsban 15G | 10.8 | \$5.28 | \$24.30 | 1.90 |
| Force 3G | 9.5 | \$0.02 | \$21.38 | 1.89 |
| Counter 20CR | 9.4 | (\$0.15) | \$21.15 | 1.67 |
| Regent 4SC | 9.0 | (\$0.97) | \$20.25 | 2.17 |
| Fortress 5G | 6.6 | (\$2.84) | \$14.85 | 1.96 |
| Aztec 2.1G | 6.1 | (\$5.78) | \$13.73 | 1.88 |
| Untreated | – | – | – | 3.12 |

¹Purdue University "Pest and Crop Newsletter" #3 found at: http://www.entm.purdue.edu/Entomology/ext/targets/p&c/P&C2002/P&C3_2002.pdf
²Based on data from 1991-2001, no data for 1996; Butlerville site not included.
³Hills and Peters 1-6 root damage rating scale.

Year after year, in field after field, Lorsban® 15G insecticide consistently delivers higher yields and a higher return on investment than other corn insecticides.

In fact, Purdue University trials (1991-2001) show **Lorsban 15G has the greatest return on investment at \$5.28 per acre compared to other leading insecticides.** Most insecticides in the study show a negative return on investment.

