

NEW **ROUNDUP POWERMAX™** OFFERS FARMERS MORE POWERFUL WEED CONTROL

Roundup Ready® farmers across the Corn and Cotton belts have a new weed control option in 2008.

Roundup PowerMAX™ is a new Roundup agricultural herbicide formulation offering more powerful, consistent weed control.

"Roundup PowerMAX delivers the outstanding consistency of weed control and crop safety our growers have come to expect from the trusted Roundup brand," says Chad Bush, Roundup Marketing Manager. "It sets a new standard in Roundup performance with more powerful weed control than Roundup Original MAX®." The new product replaces Roundup Original MAX and qualifies for the same Roundup Rewards® program elements as Roundup Original MAX, such as the START CLEAN, STAY CLEAN.™ Assurance Plan.

"We are very excited to bring Roundup PowerMAX to market," adds Bush. "It offers farmers a new level of weed control and a high level of crop safety."

MORE POWERFUL WEED CONTROL

Due to its new formulation and delivery system, new Roundup PowerMAX has been proven through field trials to deliver high commercial levels of weed control more often than Roundup Original MAX. This enhanced consistency of control has been proven on hard-to-control weeds like velvetleaf, lambsquarter, purslane, kochia and morningglory.

In spring 2007, over 1,000 growers and retailers previewed the newest Roundup formulation on more than 300,000 acres and experienced consistent



Field to Field



Over 169 Weeds



Trusted Crop Safety

weed control from weed to weed and field to field. Wade Pierce of Hertford, North Carolina, was one of those growers who tested Roundup PowerMAX on his Roundup Ready Cotton. "Roundup PowerMAX worked well on all weeds, but I noticed it seemed to work much better on large morningglory versus other formulations," observes Pierce. "Instead of just yellowing the morningglory, it killed them. I saw no negative effects on the crops."

PROVEN CROP SAFETY

Like all other Roundup brands, the new Roundup PowerMAX is specially formulated with CROPSHIELD® Formulas, which provide proven crop safety in Roundup Ready crops. A special CROPSHIELD seal has been added to both Roundup PowerMAX and Roundup WeatherMAX® so growers know they are getting proven crop safety on all Roundup Ready crops.



"Crop safety has been one of the staples of our Roundup family of herbicides," explains Bush. "The CROPSHIELD Formula provides exceptional crop safety on all Roundup Ready crops, especially on Roundup Ready Flex cotton."

See the Roundup Rewards® program brochure for qualifications and benefits in your region.

Roundup Rewards applies only to Roundup® branded and other agricultural herbicides specified by Monsanto. Gin by-products of cotton containing Monsanto's biotech traits, including cottonseed for feed uses, are fully approved for export to Canada, Japan, Mexico and South Korea. Cottonseed containing Monsanto traits may not be exported for the purpose of planting without a license from Monsanto.

Roundup® with CROPSHIELD® Formulas refers to Roundup WeatherMAX® and Roundup PowerMAX® with CROPSHIELD Formulas.

Always read and follow pesticide label directions. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® agricultural herbicides. Roundup agricultural herbicides will kill crops that are not glyphosate tolerant. Roundup®, Roundup Original MAX®, Roundup WeatherMAX®, Roundup Rewards®, Roundup PowerMAX®, CROPSHIELD® and START CLEAN, STAY CLEAN.™ are trademarks of Monsanto Technology LLC. These products may not be registered for sale or use in all states. Check with your local Monsanto dealer or Monsanto representative prior to use concerning state registrations. ©2008 Monsanto Company. [30962-16 SEFP JP 2/20/08]