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**FOR IMMEDIATE RELEASE****Dow AgroSciences Announces the New Enlist™ Weed Control System**

*New herbicide tolerant trait system will help growers advance modern farming*

TAMPA, Fla. — March 2, 2011 — To meet the demand for better weed control, Dow AgroSciences announces the Enlist™ Weed Control System.

The Enlist Weed Control System is a new herbicide tolerant trait system that will provide robust tolerance to a new 2,4-D product in addition to glyphosate. The components of the Enlist Weed Control System are pending regulatory approval.

**Need for new technology**

Weeds have adapted, becoming even more difficult to control, resulting in a decline of herbicide performance and an increase in resistance.

“Resistant weeds are big in our area,” says Malcolm Haigwood, Newport, Ark., grower. “We currently have five or six different weed species that are extremely hard-to-control. We are going to have to do some changing in the next two to three years because of this challenge.”

Dow AgroSciences listened to growers to bring forward a solution that was tailored to meet their needs. To make sure this happened, the growers’ input was incorporated early into the research and development.

“In a recent grower survey, 96 percent of growers said they wanted a system that improves on the glyphosate-tolerant system they have integrated into their operations,” says Damon Palmer, Dow AgroSciences U.S. commercial leader, Enlist Weed Control System. “Enlist Weed Control System will offer growers new technology to enable them to advance modern farming.”

**New solution built on a proven approach**

The Enlist™ Weed Control System will address growers’ needs while enabling exceptional weed control. The system will partner with and improve upon the glyphosate-tolerant cropping system.

“The Enlist Weed Control System represents a thrilling accumulation of scientific innovation that will deliver a new, much desired solution for growers,” Palmer says. “Growers have long embraced herbicide tolerant trait technology into their farming practices because of the ease of use and performance, but as of recently, present technology has had its challenges.”

**Enable elite protection**

“This technology will be available in elite germplasm,” Palmer says. “Enlist Weed Control System will be stacked with the glyphosate-tolerant trait as well as insect-resistant traits.”

This new system will enable broad-spectrum control against tough weeds and a wide window for over-the-top application that aligns with the current glyphosate window.

Commercial launch in the United States of the Enlist Weed Control System is anticipated in corn for the 2013 crop year with other crops to follow.

“We see Enlist building on today’s glyphosate-tolerant trait technology to meet tomorrow’s needs,” Palmer says.

For more information on the Enlist Weed Control System, visit [EnlistWeedControl.com](http://EnlistWeedControl.com) or follow on Twitter® at [@EnlistOnline](https://twitter.com/EnlistOnline).

### **About Dow AgroSciences**

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