



FOR IMMEDIATE RELEASE:

Echo[®] Fungicide Approved for Use in Canada

November 30, 2009 – Dorchester, Ontario – UAP Canada is pleased to announce that **Echo**, a new chlorothalonil-based fungicide, has received registration for use in Canada. **Echo** is a contact fungicide with multi-site mode of action and is very stable on plant surfaces. **Echo** provides broad-spectrum disease control in a large number of crops including pulses, blueberries, wheat, tomatoes, ginseng, potatoes and a variety of other crops.

A more concentrated formulation of chlorothalonil product than has previously been available in Canada, **Echo** makes an excellent foundation fungicide product according to Janet Porschak, National Marketing and Communications Manager for UAP, the distributor of **Echo** in Canada. “**Echo** is based on chemistry that is familiar to and proven with many Canadian growers. This fact combined with the wide range of crops it can be used on, diseases it controls and a more concentrated formulation for reduced handling requirements, all make **Echo** an excellent choice for producers looking to maximize and protect their investment in the production of their crops.”

Echo's effectiveness is further enhanced by the manufacturer's DuraShield™ formulation, which helps the product to stick and stay on the plant surface. This formulation ensures sufficient delivery of the active ingredient to the plant surface, even after rainfall or irrigation. As a result, **Echo** is rainfast once dried on the plant surface.

Garth Render, Western Product Manager for UAP, notes that there will be two formulations of **Echo** – 720 liquid and 90 DF dry. “**Echo** will be available in both jugs and totes in the liquid formulation and in 10 kilogram bags for the dry formulation. The product does not require a surfactant. Render also points out that both formulations are approved for aerial application.

About UAP Canada

Founded in 1978, United Agri Products (UAP) is the largest distributor of agricultural and non-crop inputs in Canada and the United States and is an emerging developer of their own proprietary innovative new technologies. UAP is helping growers meet the challenges of higher crop yields and healthier production practices by offering a comprehensive line of proven crop protection products, including plant nutrients, herbicides, fungicides, insecticides and specialty products. These products are available to Canadian growers through national and regional dealers. UAP Canada is headquartered in Dorchester, Ontario, with regional offices in Oak Bluff, Manitoba and Langley, British Columbia and reps in every corner of the country.

About SipcamAdvan

Sipcam Agro USA, Inc. and its wholly owned subsidiaries Advan LLC, Sostram Corporation and Advan de Mexico provide conventional chemical and biorational solutions to the agriculture, turf and ornamental, home and garden and pest management markets. Operating under the brand SipcamAdvan the company develops, registers and markets new and enhanced products, both from the parent company Oxon and from partnerships with other research-based companies. The mission of the company includes marketing a range of biorational products equally as effective, or better, than conventional chemistry. Sipcam Agro USA and its subsidiaries are located in the Research Triangle Park area of North Carolina.

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Always read and follow label directions.

Echo is a registered trademark of Sipcam Agro USA, Inc.
DuraShield is a trademark of Sipcam Agro, USA, Inc.