



FOR IMMEDIATE RELEASE

New Phantom™ herbicide has the same active as Pursuit®

Calgary, AB — Makhteshim Agan of North America, Inc. (MANA), announces the registration of Phantom herbicide for control of tough weeds in field pea, dry bean, alfalfa and soybean. With the same active ingredient as Pursuit, Phantom provides pulse growers with widespread choice.

“The biggest advantage that Phantom will have over Pursuit is that Phantom will be widely available at a fair price,” explains Dale Kushner, MANA Canada’s Commercial Business Manager at Calgary, Alberta. “Our distribution system reaches a retail network that is spread across the Prairies. Farmers won’t have to drive hundreds of kilometers to get a fair price on Phantom.”

Phantom works on tough-to-control weeds like chickweed, cleavers, green foxtail, hemp-nettle and smartweed. Phantom is applied early, up to the 4 leaf stage for most weeds, to eliminate weed competition early. And with soil activity, Phantom carries on protecting the crop from a second flush of shallow germinating broadleaf weeds that may emerge shortly following application.

Phantom is a Group 2 herbicide that contains the ALS inhibitor imazethapyr as its active ingredient. Group 2 herbicides are well suited to broadleaf crops. Rotating to a Group 2 herbicide in pulses saves Group 1 grassy weed herbicides for cereal crops.

“What growers can expect when buying Phantom is the same as our other products. They will pay a fair price without any gimmicks, rebates or hoops to go through,” explains Kushner. “At the same time, they get brand results in a product that is formulated to work.”

Phantom herbicide will be available in 2011.

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Fair Price. Brand Results.

MANA makes sense for growers, for channel partners, for agriculture. Headquartered in Calgary, Alberta, MANA Canada currently offers nearly 20 branded insecticides, fungicides and herbicides from a portfolio of more than 18 strategic active ingredients – and our product portfolio continues to grow. As the North American arm of the world’s largest off-patent manufacturer and seventh-largest agrochemical company, MANA provides best-in-class formulations, regulatory capabilities and field research.

MANA is the right crop protection partner because we offer a consistent supply of superior formulations sold at fair prices. Our proven products are efficiently manufactured to the highest standards and value-priced to optimize your farm’s profitability potential. Control, consistency and cost are the MANA advantages.

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