

Growers Can Save \$50 Per Gallon On Headline® Purchase From BASF

Headline Advantage Program Helps Growers Boost ROI

RESEARCH TRIANGLE PARK, N.C.

Growers using Headline® fungicide may be eligible to receive \$50 per gallon back on purchases from authorized BASF retailers made by Aug. 15.

“We’re confident that growers will find there is a substantial return on the Headline Advantage investment,” said Reed Barrett, Fungicides Market Manager for BASF. “That’s why it’s so important to us that as many growers as possible are exposed to what this product can do. Never before has it been more important to get everything you can out of each acre of land. Headline

fungicide can help growers do just that.”

To qualify for Headline Advantage, growers need to submit receipts for purchase and a completed application to BASF before Aug. 15, 2010. For complete terms and conditions, visit www.headlineadvantage.com, or ask your local authorized BASF retailer for details.

Headline fungicide provides excellent disease control, maximizes yield potential and growers’ investment in seed, fertilizer and other crop protection inputs. A fast-acting, broad-spectrum fungicide with a high level of activity on major diseases that threaten yield and crop quality, Headline fungicide protects more than 90 crops – including corn, soybeans and wheat – from more than 50 diseases. △