

## FOR IMMEDIATE RELEASE

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**New unique Colex-D™ Technology announced from Dow AgroSciences**  
*Innovative technology designed for growers, key component of the new Enlist™ Weed Control System*

**TAMPA, Fla. — March 4, 2011** — An increasing number of evolving hard-to-control or resistant weed species are forcing growers to seek out a new solution as the system they are currently using loses its effectiveness.

Dow AgroSciences is developing an herbicide-tolerant system that will address the increasing weed challenges that growers are facing. The Enlist™ Weed Control System will provide growers robust tolerance to a new 2,4-D product and glyphosate.



Dow AgroSciences is pleased to announce a new technology that will be part of the herbicide solution for the Enlist Weed Control System, Colex-D™ Technology.

Colex-D Technology will offer growers and applicators herbicide products with ultra low volatility, minimized potential for physical drift, decreased odor and improved handling characteristics.

Colex-D Technology is an outcome of significant investment in research and development of a new 2,4-D product, the latest formulation technology and manufacturing innovations.

Upon EPA registration, the Enlist Weed Control System will also include a new proprietary herbicide solution from Dow AgroSciences. The herbicide solution will

feature Colex-D Technology, and growers will appreciate that the new technology will retain the powerful weed control of traditional 2,4-D products and the same favorable environmental profile.

In combination with university researchers, Dow AgroSciences continues testing the new herbicide with Colex-D Technology in laboratory and field trials. The testing includes wind tunnel research at Queensland University in Australia to test drift using active ingredients in real world simulations, a state of the art, laser-based system to measure driftable fines and the creation of a new research tool that simulates intense field situations to test volatility.

Dow AgroSciences is committed to the stewardship of this technology in order to promote responsible use and sustain long-term future performance for growers.

The Enlist™ Weed Control System and its components have not yet received regulatory approvals; approvals are pending. The information in this release is not an offer for sale.

For more information on the Enlist Weed Control System and to stay updated on the latest news, visit [Enlist.com](http://Enlist.com) or follow on Twitter® [@EnlistOnline](https://twitter.com/EnlistOnline).

### **About Dow AgroSciences**

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