

News Release



BASF Pest Control Solutions Skill Development

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2012 seminars to focus on general household pests inside and out

ST. LOUIS, MO, January 20, 2012 – BASF Pest Control Solutions today released its Skill Development Seminar (SDS) schedule for 2012.

Pest Management Professionals (PMPs) will hear the latest information on the best solutions for general household pest control. These half-day educational sessions are led by Jeff Tucker and BASF Sales Specialists.

“Our Skill Development Seminars – SmartSolutions for General Household Pest Control Inside and Out – will focus on bed bugs, fleas and a variety of common perimeter pests, such as spiders and stinging insects, along with regional occasional invaders,” said Brian Mann, Manager of Marketing Services for BASF Pest Control Solutions. “The discussions will be focused on the latest developments in products and methods to control these pests through proven integrated pest management-based programs.”

Skill Development Seminars are designed to help PMPs be more successful by providing them with valuable information and education that helps them grow and sustain their businesses.

“Their success is our success and supporting PMPs with this training is part of our commitment to the industry,” said Mann.

The seminars are free of charge, open to all PMPs, but space is limited. All attendees must register in advance by visiting PestControl.basf.us.

2012 Dates and Locations:

January 24

Phoenix Airport Marriott
Hotel
1101 North 44th Street
Phoenix, Arizona 85008

February 21

Hilton Suites Atlanta

Perimeter

6120 Peachtree

Dunwoody Road

March 15

Holiday Inn & Suites

- OP West

8787 Reeder Road

Overland Park,

Kansas 66214

Atlanta, Georgia

30328

January 25

Renaissance Hotel
2222 Stemmons Freeway
Dallas, Texas 75207

February 22

Charlotte Marriott

Executive Park

5700 Westpark Drive

Charlotte, North

Carolina 28217

March 16

The Fisher's Banquet

Center

9775 North by

Northwest Blvd

Fishers, Indiana 46307

February 8

Peabody Hotel
9801 International Drive
Orlando, Florida 32819

February 23

Marriott Chesapeake

725 Woodlake Drive

Chesapeake, Virginia

23320

March 20

Radisson Hotel &

Conf. Center

21 Kingsbridge Road

Piscataway, New

Jersey 08854

February 9

Signature Grand Hotel
6900 State Road 84
Davie, Florida 33317

March 6

Nashville Airport

Marriott

600 Marriott Drive

Nashville, Tennessee

37214

March 21

LaGuardia Plaza Hotel

104-04 Ditmars

Boulevard

East Elmhurst, New

York 11369

February 15

Fullerton Marriott
2701 East Nutwood
Avenue Fullerton,
California 92831

March 7

Sheraton Houston

Brookhollow

March 22

3000 North Loop West Holiday Inn
Houston, Texas 77092 Boston-Dedham Conf.
Center
55 Ariadne Road
Dedham,
Massachusetts 02026

February 16

Pleasanton Marriott
11950 Dublin Canyon
Road
Pleasanton, California
94588

March 14

Hilton Rosemont
Chicago O'Hare
5550 North River Road
Rosemont, Illinois
60018

About the Crop Protection division

With sales of €4.0 billion in 2010, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at www.agro.basf.com or follow us on twitter: www.twitter.com/basfagro

BASF – The Chemical Company

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,400 employees in North America, and had sales of \$17.7 billion in 2010. For more information about BASF's North American operations, visit www.basf.us.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, and agricultural products to oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com or in the Social Media Newsroom at newsroom.basf.com.

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