

News Release



BASF introduces SmartSolution for occasional invaders

ST. LOUIS, MO, August 12, 2010 – Pest Management Professionals (PMPs) who want the flexibility needed to control a wide range of invading pests with an effective process can now turn to BASF Pest Control Solutions' SmartSolution for Occasional Invaders. It combines a powerful lineup of general pest control products and Prescription Treatment® brand Integrated Pest Management techniques.

"The new SmartSolution for occasional invaders offers PMPs a system of service that makes optimum use of both technician time and superior control materials," said Kyle Jordan, Market Development Specialist with BASF Pest Control Solutions.

"Occasional invaders, such as millipedes, centipedes, isopods, crickets, beetles, ants, spiders and wasps require different treatments because they are often in different locations in and around a structure. The purpose of the SmartSolution for occasional invaders is to offer PMPs a process that can be applied to the interior and exterior of the home in one visit," Jordan said.

Active pest conditions should be given first priority. Choosing the right products and application techniques can make all the difference and it's important to choose an approach that complements, rather than interferes with, preventative maintenance efforts.

>> Prescription Treatment® brand **Alpine®** Dust Insecticide or Prescription

Treatment brand **Wasp-Freeze®** Wasp and Hornet Killer for stinging

insects, such as wasps, bees, hornets and other stinging insects.

>> Prescription Treatment brand **Cy-Kick® CS Controlled Release**

Cyfluthrin for web spinning and hunting spiders.

>> Prescription Treatment brand **Cy-Kick CS** and **MotherEarth®** Granular

Scatter Bait for crawling pests, like crickets, cockroaches and centipedes.

>> Prescription Treatment brand **Alpine** Dust Insecticide and **Cy-Kick CS**

Controlled Release Cyfluthrin for overwintering pests including cluster

flies, Asian lady beetles and boxelder bugs.

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>>When an active ant problem exists BASF has developed a special Smart Solution just for this tough pest. For more information on the BASF SmartSolution for Ants that features **Termidor®** termiticide/insecticide, and **Phantom®** termiticide-insecticide, visit pestcontrol.basf.us.

The SmartSolution for Occasional Invaders is just one of many BASF SmartSolutions that address pest control challenges and issues. For more information on SmartSolutions for termites, bed bugs or rodents, visit www.pestcontrol.basf.com.

About the Crop Protection division

With sales of €3.6 billion in 2009, 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.

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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 16,000 employees in North America, and had sales of \$13 billion in 2009. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit www.basf.us.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and 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 €50 billion in 2009 and had approximately 105,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.

A Termidor® termiticide/insecticide application can only be performed by a licensed pest control professional.

Termidor is not registered for termite use in the state of New York.

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