

News release

FOR IMMEDIATE RELEASE

‘An exciting time to be involved’ – Rotam’s New European Manager



London, UK, 19 May, 2008 – Graham Dickinson has been appointed Rotam Europe Ltd’s Regional manager for the UK and Northern Europe, bringing a wealth of agrochemical product knowledge, sales and distribution experience to this newly-created role.

Mr Dickinson, who joined the company on May 1, 2008, takes responsibility for the development of Rotam’s portfolio of crop protection products in the UK and Northern Europe, with the aim of creating new business opportunities working with key distribution partners.

“This is an exciting time to be involved with a dynamic company like Rotam,” commented Mr Dickinson shortly after his appointment. “We are seeing dramatic changes across the world where the requirement for food is being moved higher up the political agenda and there is now recognition of a need for increased agricultural production,” he said.

“Offering a complete range of proven agrochemical products and cost effective solutions, Rotam can help growers to meet this global demand,” he added.

From graduation, Mr Dickinson began his career with Hodges & Moss as a field sales representative selling to farmer customers. From there he moved to Bayer and then DuPont where he became Herbicide Product manager including sulfonylureas.

In 1997 he went on to become Sales and Marketing manager at Stefes, leading the generic side of the business, before setting up the Griffin UK generic business when it was acquired by DuPont.

In his most recent role, Mr Dickinson was General Manager for Nufarm UK, for six years, where he spent the final six months as the company's Head of Strategy and Business Development for the former CIS countries.

Married with three children, Mr Dickinson lives in Ketton, near Stamford in Lincolnshire.