

News release

FOR IMMEDIATE RELEASE

Rotam Registers Rometsol™ herbicide, another quality sulfonylurea for non-crop, industrial turf and forestry sites

Miami, FL, U.S., June, 2008 – Continuing their commitment to high quality sulfonylurea herbicides, Rotam North America, Inc. added another registration of this valuable class to the non-crop, industrial turf and forestry markets. Rometsol™ postemergent herbicide, now registered by the Environmental Protection Agency and 23 states, contains metsulfuron-methyl the same active ingredient in Escort®.

Rometsol™ is a selective herbicide applied at low use rates to control noxious weeds, select grasses, brush and problem broadleaves in industrial turf, non-crop and forestry sites. Rometsol™ offers excellent grass tolerance and is especially effective in controlling bahiagrass in Bermudagrass. Rotam has also expanded their U.S. sales team with industry veteran James Adams, to support this non-crop product line expansion.

Rotam produces Rometsol™ and all sulfonylurea herbicides in dedicated manufacturing facilities giving Rotam control over product quality from active synthesis through port of delivery, including formulation and packaging. Rotam also has several years experience in manufacturing and selling quality sulfonylureas around the world.

“We continue our goal of providing world class sulfonylureas like metsulfuron-methyl at performance and cost levels that optimize the application decision in non-crop areas,” says Tom Chavez, Rotam country manager.

Metsulfuron-methyl and the family of sulfonylureas are known for environmental compatibility and selective postemerge weed control at low use rates. Rotam also has more than 20 years experience in post-patent crop protection.

Rometsol is not registered in all states.

Rometsol is a trademark of Rotam Group.
Escort is a trademark of E.I. duPont deNemours and Company.