



Arysta LifeScience



PRESS RELEASE

For Immediate Release

**Arysta LifeScience and Cheminova Form Partnership,  
Introduce FORTIX™ Fungicide**

CARY, N.C. (January 15, 2013) – Arysta LifeScience North America, LLC and Cheminova, Inc. today announced a partnership to combine two best-in-class fungicide chemistries through a product that will set the new standard for fungicide performance. Launched under the brand name FORTIX™, the product will combine fluoxastrobin, the fast-acting strobilurin, from Arysta LifeScience and flutriafol, the longest-lasting triazole, from Cheminova. The two companies will jointly market and sell FORTIX Fungicide.

FORTIX, registered in soybeans and pending registration in corn, can be applied once, early – using ground or aerial application – to provide full-season fungicide benefits to soybeans and corn. Growers will now have more flexibility with application timing and the method with which to apply fungicides.

FORTIX is labeled for numerous diseases, including (but not limited to) frogeye leaf spot, brown spot and powdery mildew in soybeans.

“We believe the unique combination of these two chemistries from Arysta LifeScience and Cheminova will provide soybean growers with a fungicide that goes above and beyond what is currently available,” said Kevin Staska, product manager, Arysta LifeScience. “Growers should see positive results in both their fields and their wallets.”

“FORTIX gives growers the flexibility to spray once, early for yield-enhancing fungicide benefits all season long,” said Deneen Sebastian, product manager, Cheminova. “We believe this will set the new standard for fungicide performance, helping growers protect their investment and maximize every acre.”

The two companies are pursuing registration on other row crops.

For more information on FORTIX, visit [www.FORTIXFungicide.com](http://www.FORTIXFungicide.com) or contact your local Arysta LifeScience or Cheminova sales representative.

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**About Arysta LifeScience Corporation**

Headquartered in Tokyo, Japan, Arysta LifeScience is one of the world's largest privately held crop protection and life science companies with 2011 revenues of JPY125.8 billion (US\$1.6 billion). An entrepreneurial provider of crop protection and life science products in more than 125 countries worldwide, Arysta LifeScience specializes in marketing and distribution of respected crop protection brands and life science products in harmony with the needs of global partners. More information on the company is available at: [www.arystalifescience.com](http://www.arystalifescience.com).

**About Cheminova**

Cheminova, Inc., headquartered in Research Triangle Park, N.C., is the United States subsidiary of Cheminova A/S, a global leader in the production, development and sale of plant-protection products. Cheminova A/S is located in Lemvig, Denmark. More information on the company is available at: [www.cheminova-us.com](http://www.cheminova-us.com).

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