



PRESS RELEASE

For Immediate Release

**Arysta LifeScience Receives Approval for Use
of ALOFT[®] on Fire Ants**

CARY, N.C. (June 19, 2012) – Fire ants are exotic, serious pests that affect the Southern part of the United States. Not only damaging to turf grass, if their mounds are disturbed the pests will inflict many painful stings to the unfortunate trespasser. Recent EPA approval of a supplemental label of ALOFT[®] SC insecticide, allows Arysta LifeScience North America, LLC to provide a solution for fire ants on lawn care and golf course application.

ALOFT is a broad-spectrum, long-lasting contact and systemic insecticide for control of insects infesting turfgrass, sod and ornamentals in landscapes and surrounding areas. Studies have found that ALOFT SC, applied when fire ants are active, will provide rapid knockdown of the pests in less than seven days after treatment¹.

“We received approval just in time for the summer months, when fire ants are at their most active,” says Doug Houseworth, Ph.D., turf and ornamental technical manager for Arysta LifeScience. “Since it provides immediate knockdown, golf course superintendents and lawn care operators don’t have the added stress of waiting for a product to take action, which means and home owners and municipalities can rest assured their yards and parks are free from the painful pests.”

Available in a liquid formulation, the insecticide provides two modes of action – quick contact kill from bifenthrin and systemic, residual control from clothianidin.

To learn more about ALOFT insecticide and Arysta LifeScience, please call 866-761-9397 or go to www.arystalifescience.us.

¹ Brandenburg, North Carolina State University, Public Works Commission Complex, Fayetteville, NC, 2008-2009

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About Arysta LifeScience Corporation

Headquartered in Tokyo, Japan, Arysta LifeScience is the world's largest privately held crop protection and life science company 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.

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