



A Platform Specialty Products company

PRESS RELEASE

For Immediate Release

## **ARYSTA LIFESCIENCE ANNOUNCES GROWER REWARDS PROGRAM**

*Growers may earn cash rebates on purchases of select Arysta LifeScience products*

**CARY, N.C. (April 26, 2016)** – Arysta LifeScience recently announced its Grower Rewards Program, which allows Canadian growers to earn cash rebates on purchases of EVEREST<sup>®</sup> 2.0 Herbicide, EVEREST<sup>®</sup> 2.0 SmartBoys<sup>®</sup> Herbicide, EVEREST<sup>®</sup> GBX Herbicide, INFERNO<sup>®</sup> DUO Herbicide, EVITO<sup>®</sup> Fungicide and RANCONA<sup>®</sup> PINNACLE Seed Treatment.

The program, which launched in December 2015 in Canada, allows growers who farm a minimum of 160 acres to earn base rewards for both early-season and in-season purchases ranging from \$0.50 to \$2 per acre depending on the product purchased. Bonus rewards range from \$1 to \$2 per acre and may be earned on matching acres when growers purchase two or more qualifying products.

“The Grower Reward Program is a great opportunity for Arysta LifeScience to provide savings to our loyal customers,” said Trent McCrea, Marketing Manager, Canadian Herbicides, Arysta LifeScience. “We want to continue to partner with growers and provide solutions for them in their farm planning process.”

The addition of EVITO and RANCONA PINNACLE to the Arysta LifeScience portfolio in 2016 provides additional product solutions for growers and expands their options to participate in the rewards program. Providing a broader portfolio of best-in-class product solutions and creating savings opportunities through the Grower Rewards Program will make Arysta LifeScience a better partner for Canadian growers.

Canadian growers interested in the Arysta LifeScience Grower Reward Program may visit [arystalifesciencerewards.ca](http://arystalifesciencerewards.ca) to calculate their potential savings and enroll in the program.

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**About Arysta LifeScience**

Arysta LifeScience is a global agricultural company specializing in the marketing and distribution of innovative crop protection and life science brands. With more than 200 active ingredients, Arysta LifeScience has a well-integrated biological and chemical portfolio to provide complete solutions to growers. The company's wide range of offerings includes biosolutions, fungicides, herbicides, insecticides and seed treatments. Arysta LifeScience, which has more than 4,000 employees working in over 100 countries to serve customers worldwide, had 2015 revenues of US\$1.8 billion. Arysta LifeScience is owned by Platform Specialty Products ([www.platformspecialtyproducts.com](http://www.platformspecialtyproducts.com)), a global innovator of technologically advanced specialty chemical products and provider of technical services. For more information on Arysta LifeScience, visit [www.arystalifescience.com](http://www.arystalifescience.com).

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