



PRESS RELEASE

For Immediate Release

Arysta LifeScience Announces Rate Change for EVEREST[®] 2.0 *Herbicide now available in larger, easier-to-use jug for U.S. growers*

CARY, N.C. (March 2, 2017) – Arysta LifeScience North America recently announced a rate and packaging change for EVEREST[®] 2.0 Herbicide. With **Flush after flush[®]** control, EVEREST 2.0 growers now get a larger bottle to coincide with a higher 1 fl oz/A use rate label. Growers also will experience even more weed control for the same price.

The larger bottle size of the Class 2 herbicide (33 percent more product) will still treat 80 acres with a much broader spectrum grass control.

“U.S. wheat growers have come to count on **Flush after flush** control with EVEREST 2.0 for control of weeds like wild oats and green foxtail. The 1 fl oz/A use rate allows growers to target yellow foxtail, rattail fescue, foxtail barley, bromes and barnyard grasses without having to spend more,” said Chad Effertz, Herbicide Marketing Manager, Arysta LifeScience. “With best-in-class crop safety, the new EVEREST 2.0 label simplifies its use while providing broad-spectrum grass control and exceptional tank-mix flexibility.”

For additional information on the EVEREST 2.0 rate change and the entire Arysta LifeScience portfolio of crop protection products for the wheat market, visit www.arysta-na.com.

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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 3,000 employees working in 60 countries to serve customers worldwide, had 2016 revenues of US\$1.8 billion. Arysta LifeScience is owned by Platform Specialty Products Corporation (NYSE: PAH), a global innovator of technologically advanced specialty chemical products and provider of technical services (www.platformspecialtyproducts.com). For more information on Arysta LifeScience, visit www.arystalifescience.com.

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