

ICI Agricultural Products Changes Name

WILMINGTON, Del. — ICI Agricultural Products, whose products include Eradicane, Fusilade 2000, and Gramoxone Extra herbicides and Dyfonate, Force, and Karate insecticides, has changed its name to Zeneca Ag Products.

The change reflects an internal division of ICI Americas Inc. into two separate organizations, according to Bob Woods, president of Zeneca Ag Products. The in-house restructuring took effect January 1, 1993.

Zeneca Inc. is comprised of the former ICI ag products, seeds, pharmaceuticals, and specialty businesses. The remaining businesses — materials, explosives, paints and industrial chemicals — will retain the name ICI Americas Inc. In addition, the seeds group will continue to operate under the name ICI Seeds, although it is a part of Zeneca.

"Zeneca brings together ICI's bioscience, research-driven businesses," Woods said. "This will allow us to bring together those resources for even greater

customer focus."

Each company has its own management and executive teams. Zeneca Inc. and ICI Americas Inc. are wholly owned subsidiaries of Imperial Chemical Industries PLC.

"Last July, ICI announced that it was considering proposals for a demerger of its bioscience businesses into a separate company," Woods said. "No decision has been made on the demerger. However, the restructuring that has taken place since then will put ICI into a position to make a decision on the demerger proposals after publication of the ICI annual results in February 1993."

This reorganization is effective worldwide, and the Zeneca name is being used throughout the world to represent ICI's bioscience businesses.

Woods said there will be no changes in Zeneca Ag Products management, personnel, programs, or customer relationships as a result of the restructuring.

He said the company remains



Bob Woods

committed to the agricultural crop protection and seeds markets.

"In fact, we expect the sharper focus on bioscience to be a very healthy thing for our agricultural businesses," he said. "The strength of the businesses in Zeneca and the synergy in the way we

operate are exciting. We have a clear vision for the company. For us, this is a once-in-a-lifetime opportunity to participate in a new beginning."

Woods said Zeneca would "aim to meet the needs of customers and consumers through the innovative and responsible use of organic chemistry and biological science."

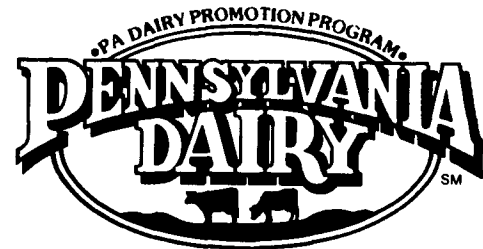
Other key elements of the company's purpose, he said, are to operate safely and in harmony with the environment and to practice high standards of ethics, quality, and service.

The name Zeneca, derived

from, "zenith," the highest point or state, indicates the company's aspirations to be in the front rank of successful, science-based companies in its chosen business sectors, according to Woods.

The new name (pronounced zeh-neh-ka) will be phased in over a period of time. "Customers will continue to see the ICI name on packaging, advertisements, product labels, and signs during most of 1993," he said.

In North America, Zeneca is a \$2.7 billion bioscience company with 8,400 employees and 53 manufacturing, research, and technology sites.



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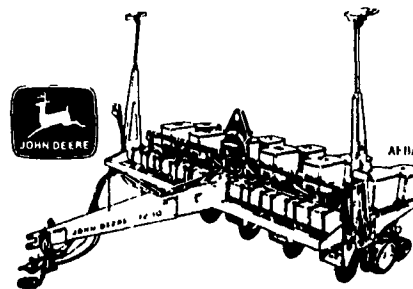
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