

# Callisto Herbicide Named 2003 Product Of The Year

GREENSBORO, N.C. — Callisto™, Syngenta's newest post-emergent broadleaf herbicide for corn, has been named Product of the Year by Agri Marketing, the trade magazine of the agribusiness industry.

The Product of the Year Award program was created by the magazine in 1997 to recognize one agricultural product each year for outstanding marketing and impact in the marketplace.

"We look for ag products or services that are generating excitement today and will undoubtedly stand the test of time to be long recognized as major contributors to the ag industry," said Bill Schuermann, senior vice president, publisher and editorial director with Agri Marketing magazine.

The annual award is one of the most prestigious in the ag in-

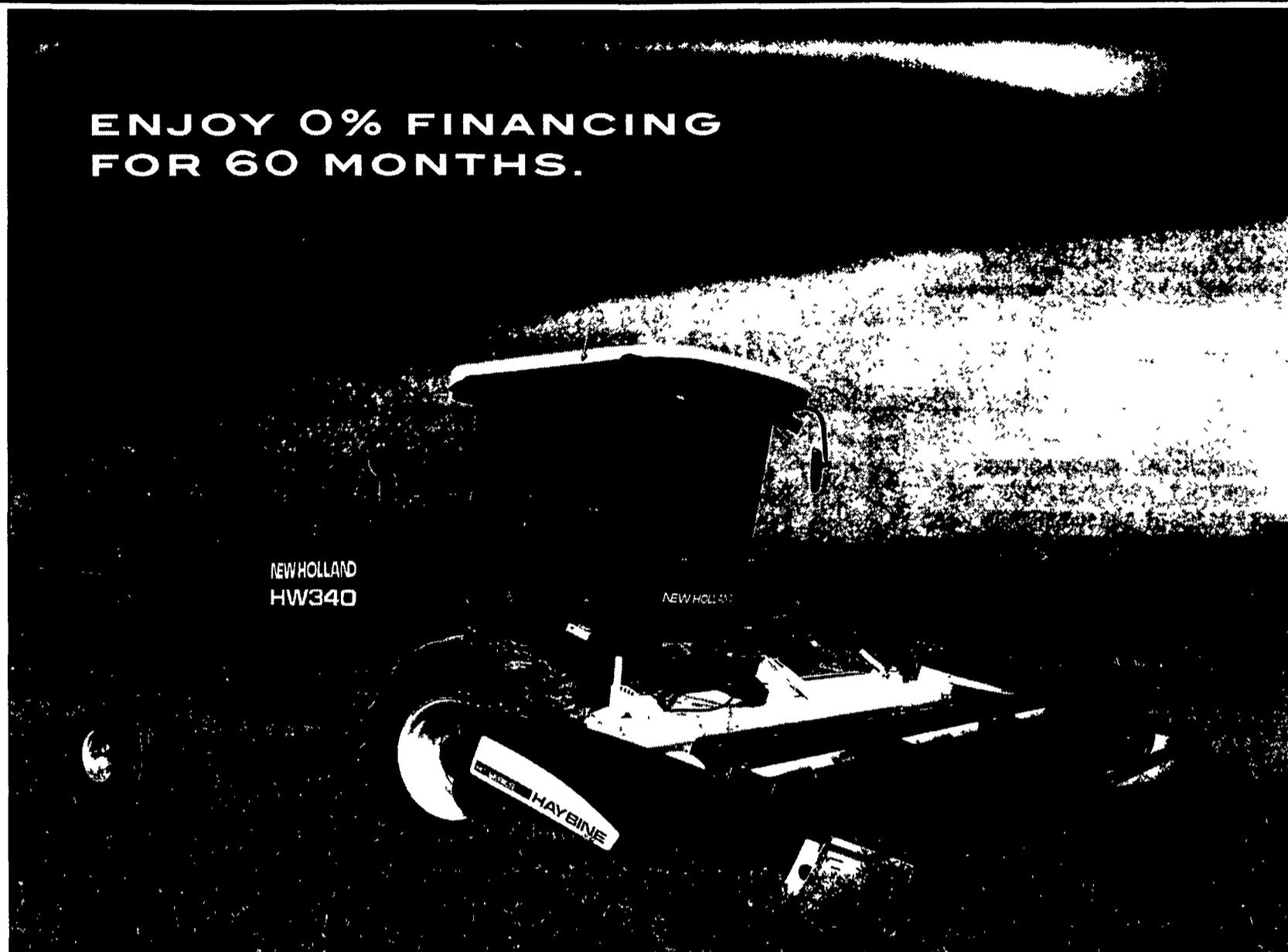
dustry, generating best-in-class competitive entries ranging from biotechnology to farm equipment. An independent panel of judges spanning a variety of ag disciplines evaluates entries based on product benefits, sales and marketing goals, competitive pressures, and the integrated sales and marketing approach used. Winning results and top contenders will be pro-

filed in the October 2003 issue of Agri Marketing magazine.

Callisto was registered in the United States as a reduced-risk product in June 2001. It quickly became the leading post emergent broadleaf herbicide in corn, used on more than 10 million acres of corn since product introduction.

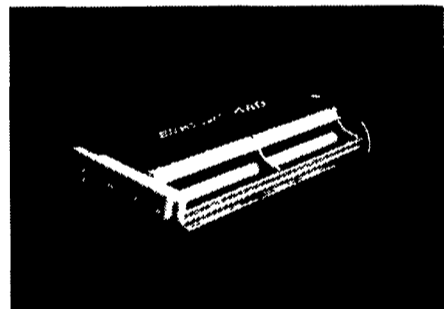
Lancaster Farming, Saturday, October 25, 2003-C5

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