



## News Release

---

### FOR IMMEDIATE RELEASE

### ***Bayer CropScience Announces Liberty Herbicide to Replace Ignite Herbicide for LibertyLink Crops***

ORLANDO, Fla. (January 4, 2012) — Bayer CropScience announced today during a media briefing at the 2012 Beltwide Cotton Conferences (#BWCC12) that the global brand Liberty<sup>®</sup> herbicide will replace the Ignite<sup>®</sup> herbicide brand for use on LibertyLink<sup>®</sup> crops in the U.S. market starting in the 2012 crop season.

“Globally, the use of the LibertyLink system is experiencing rapid adoption due to growing weed resistance to glyphosate and the excellent germplasm performance, which in turn is increasing the demand for a non-selective herbicide,” said Al Luke, head of broad acre crop marketing for Bayer CropScience. “Bayer is investing to increase the global production of Liberty herbicide and help ensure adequate supplies, especially in the rapidly expanding U.S. market.”

Weed resistance is a growing problem and the LibertyLink system with Liberty herbicide is the most reliable and powerful in-crop or non-selective weed management solution available to battle glyphosate-resistant weeds. Using the LibertyLink system allows for the rotation of crops, traits and herbicides to preserve the utility of herbicide-tolerant technology.

“Liberty herbicide still offers the same benefits and levels of performance as the former Ignite herbicide, including the new 65 ounce seasonal maximum for soybeans,” Luke said. “And Liberty herbicide should be applied according to label directions. Liberty herbicide is the most reliable and powerful in-crop weed management solution available to battle glyphosate-resistant weeds.”

Luke added, “In addition, the change of the brand name to Liberty will focus and more closely link the herbicide with LibertyLink crops, including FiberMax and Stoneville cotton, InVigor canola and many corn and soybean brands.”

For additional information and background on weed resistance issues, please visit the Bayer CropScience [YouTube channel](#) and [Twitter handle](#). To learn more about Bayer CropScience, visit [www.bayercropscience.us](http://www.bayercropscience.us) or contact your local sales representative for product information.

-30-

#### **About Bayer CropScience**

Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience, a subgroup of Bayer AG with annual sales of EUR 6.830 billion (2010), is one of the world's leading innovative crop science companies in the areas of crop protection, non-agricultural pest control, seeds and traits. The company offers an outstanding range of products and extensive service backup for modern, sustainable agriculture and for non-agricultural applications. Bayer CropScience has a global workforce of 20,700 and is represented in more than 120 countries. This and further news is available at: [www.press.bayercropscience.com](http://www.press.bayercropscience.com).

#### **Forward-looking statement**

This news release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports, which are available on the Bayer website at [www.bayer.com](http://www.bayer.com). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. Always read and follow label instructions. Bayer, the Bayer Cross, FiberMax<sup>®</sup>, Liberty<sup>®</sup>, LibertyLink<sup>®</sup> and Stoneville<sup>®</sup> are trademarks of Bayer. Liberty is not registered in all states. For additional product information call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at [www.BayerCropScience.us](http://www.BayerCropScience.us)

#### **For more information, contact:**

Bayer Media Hotline: (877) 879-6162

Beth Roden  
Bayer CropScience  
Tel. (919) 549-2030  
[jeff.brehmer@bayer.com](mailto:jeff.brehmer@bayer.com)

Jayma Appleby  
Rhea + Kaiser  
Tel. (630) 955-2508  
[jappleby@rkconnect.com](mailto:jappleby@rkconnect.com)

USA-BCS-2012-0011