



Arysta LifeScience

PRESS RELEASE

For Immediate Release

Arysta LifeScience Launches TYTANIT[®] in Vietnam

HO CHI MINH CITY, VIETNAM (4 November 2014) – Arysta LifeScience announced today that it launched TYTANIT[®] crop biostimulant for rice in Vietnam. TYTANIT is based on novel titanium technology that stimulates photosynthesis. It produces more unified flowering, improved flag-leaf health and increased grain-fill, resulting in 10 to 15 percent higher yields. TYTANIT is intended to complement fertilizers and crop protection products currently being used in rice, which is grown on 7.6 million hectares in Vietnam.

“The benefits of TYTANIT have been proven over the past two years in field tests and demonstration plots,” says Tran Duc Van, Arysta LifeScience Vietnam Country Manager. “Of the rice growers who were given samples to use, 95 percent said they would purchase and use the product again. The value of biostimulants is broadly recognized here, and high-quality, yield-enhancing products like TYTANIT are in increasing demand.”

Arysta LifeScience also is exploring the expansion of TYTANIT to other markets in Vietnam, including cucumbers and other row crops.

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About Arysta LifeScience

Arysta LifeScience is one of the world’s largest privately held crop protection and life science companies with 2013 revenues of US\$1.6 billion. An entrepreneurial provider of crop protection and life science products in more than 125 countries worldwide, Arysta LifeScience specializes in marketing and distribution of respected crop protection brands and life science products that meet the needs of our global partners. More information on the company is available at: www.arystalifescience.com.

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