



## **IODOMETHANE APPROVED IN MEXICO AND MOROCCO *METHYL BROMIDE REPLACEMENT NOW REGISTERED IN SIX COUNTRIES***

**TOKYO**, October 25, 2010 – Arysta LifeScience today announced Mexico and Morocco have granted registrations for iodomethane (methyl iodide), a broad spectrum soil fumigant that controls the soil-borne diseases, nematodes, weed seeds and insects that threaten high-value crops. Iodomethane was developed as a replacement for methyl bromide and will be sold commercially as MIDAS® in both countries. Iodomethane is already registered for use in the U.S., Japan, Turkey, and New Zealand, with additional registrations pending in Australia, Guatemala, Costa Rica, Chile, Egypt, Israel, South Africa and other countries.

“MIDAS approval in Mexico, Morocco and other countries supports the objectives of the Montreal Protocol treaty to reduce the use of ozone depleting substances around the globe,” said Hildo Brilleman, Global Marketing Manager Fumigants for Arysta LifeScience. “The phase out of methyl bromide by 2015, as mandated by the Montreal Protocol, can be significantly expedited with MIDAS use.”

MIDAS is a next-generation soil fumigant. Its unique chemistry allows growers to protect crops while using fewer pounds of product per acre compared to methyl bromide, especially as it will be positioned predominantly for use under Virtually Impermeable Films (VIF). MIDAS is also accompanied by an industry-leading program for safety and stewardship.

Arysta LifeScience has worked closely with local and international stakeholders in implementing MIDAS trials in Mexico and Morocco.

Mexico’s Federal Health Protection Commission and Health Commission Authority granted technical registration for MIDAS in August following an extensive review. Technical registration will pave the way for formulation registrations for MIDAS 33:67 and MIDAS 98:2 in 2011. MIDAS will be applied via drip and shank application in fields where tomatoes, peppers, strawberries, berries and melons will be grown. A full commercial launch is planned for 2012.

“Arysta LifeScience has worked with Mexico’s ministries for health, environment and agriculture on extensive field trials that tested MIDAS with other methyl bromide alternatives.” said Brilleman. “We know that MIDAS is an effective crop protection tool, and its registration takes Mexico one step further toward their goal of methyl bromide phase out by the end of 2013.”

In September, Morocco’s Pesticide Registration Commission registered MIDAS 98:2 for tomatoes and French beans. Arysta LifeScience will launch MIDAS to the Moroccan agricultural market during the International Exhibition of Fruit and Vegetable Industry’s annual trade show in Agadir in December. Amaroc SA will distribute and apply MIDAS via drip application with Arysta LifeScience’s proprietary application equipment, Symmetry™. Morocco is slated to phase-out methyl bromide by the end of 2012.

- (more) -



Arysta LifeScience

“MIDAS registration in Morocco is a key milestone for the country’s growers, who have been eagerly searching for effective fumigant tools to control nematodes, soil-borne fungi and other pests,” Brilleman said.

MIDAS was registered by the U.S. Environmental Protection Agency in 2007 and has been approved for use in 47 states to date, including Florida.

**About Arysta LifeScience Corporation**

Headquartered in Tokyo, Japan, Arysta LifeScience is the world’s largest privately held crop protection and life science company with 2009 revenues of JPY112 billion (US\$1.2 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 in harmony with the needs of global partners. More information on the company is available at: [www.arystalifescience.com](http://www.arystalifescience.com)

*For more information, please contact:*

Charissa Acree  
+1 502-639-5981  
+1 502-299-2093 mobile  
[cacree@perituspr.com](mailto:cacree@perituspr.com)

Linda Frerichs  
+1 919-678-4948  
+1 919-449-6013 mobile  
[linda.frerichs@arystalifescience.com](mailto:linda.frerichs@arystalifescience.com)