

FOR IMMEDIATE RELEASE

NEXERA CANOLA GIVES AWAY A COMBINE IN CANADIAN AGRICULTURE'S BIGGEST CONTEST EVER

CALGARY, AB - (September 15, 2011) – This week marks the launch of the largest contest in the history of Dow AgroSciences as Nexera™ canola, with promotional support from the Western Producer, prepares to give away a top-of-the-line New Holland 9000 series combine.

“The Keys to the Combine contest is an exciting opportunity for us,” says Jim Wispinski, President and CEO of Dow AgroSciences. Our new Nexera canola hybrids are demonstrating outstanding performance in the field, and we wanted to do something big to highlight these new hybrids and the profitable opportunity they represent for growers. There’s no better way to help a grower harvest these new high performance hybrids than to hand over keys to a brand new, leading-edge combine.”

The Keys to the Combine contest launches September 15 and runs until November of 2012. The winner’s name will be drawn at the AgriTrade show in Red Deer, AB on November 8, 2012. Farmers can easily register online at www.keystothecombine.ca. When they do so, they will receive a PIN to use in acquiring additional entries or ‘keys’ throughout the contest period. Every month, farmers will be informed by e-mail of an opportunity to unlock another contest entry by completing activities such as answering a question, reading an article or viewing a short video online. Each key earned gives another chance to win. There are also ten bonus keys that will be available, giving each grower up to 25 chances to win the grand prize.

“We are experiencing record demand for the heart-healthy Omega-9 oils made from our high-yielding Nexera canola hybrids, and we’re seeing strong support from crushers and retailers to contract additional acres with growers to meet this growing demand,” says Mark Woloshyn, Brand Leader for Dow AgroScience’s Nexera canola business. “This giveaway will provide one lucky grower with the equipment to help meet that increasing demand, which is why we’re so eager to hand off the keys next fall.”

About Dow AgroSciences Canada

Dow AgroSciences Canada Inc. brings innovation to life through people, chemistry and biotechnology in the areas of seed and crop production, and pest management. Dow AgroSciences Canada Inc. is headquartered in Calgary, Alberta, with commercial and research operations across Canada. Key research facilities include corn and soybean breeding in St. Mary's and Blenheim, Ontario, cereals breeding in Nairn, Ontario, and a global canola research center in Saskatoon, Saskatchewan. For more information on Dow AgroSciences Canada Inc. and its products, visit www.dowagro.ca.

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For media inquiries, please call:

Brian de Kock
Communications Manager
Dow AgroSciences Canada Inc.
403.735.8873
bpdekock@dow.com