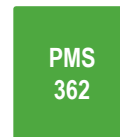


Logo & Trademark Guidelines for the Sentricon[®] System

Logo Guidelines

- The logo for the Sentricon[®] System cannot be altered in dimension and/or color.
- The logo should be in the correct colors (PMS Black, Yellow and 362) or in all black or all white.
- Never use the design logo for Sentricon in a color other than the approved PMS color(s).
- All black or all white can be used if the background is sufficiently contrasted and the logo is legible.
- It is not appropriate to use the design logo in your company colors.
- When using the Sentricon logo, you must include the trademark line as a footnote within your creative materials:
®™Trademark of The Dow Chemical Company (“Dow”) or an affiliated company of Dow. Always read and follow label directions.



Trademark Guidelines

Sentricon[®] System

- Refer to the product correctly:
 - Sentricon[®] System (in first mention)
 - Sentricon (in subsequent mentions)
- Note: It is important to be consistent with upper case and lower case.

When using the [®] symbol, the footnote should read:

®™Trademark of The Dow Chemical Company (“Dow”) or an affiliated company of Dow. Always read and follow label directions.

Sentricon[®] System with Always Active[™] Technology

- Refer to the product correctly:
 - Sentricon[®] System with Always Active[™] technology (in first mention) or
 - Sentricon[®] with Always Active[™] (in subsequent mentions)
- Note: It is important to be consistent with upper case and lower case.

When using both the [®] symbol and [™] symbol, the footnote should read:

®™Trademark of The Dow Chemical Company (“Dow”) or an affiliated company of Dow. Always read and follow label directions.