

THE SENTRICON® SYSTEM INTERNET GUIDELINES

In an effort to help both consumers and business owners, Dow AgroSciences offers Certified Sentricon Specialists™ (CSS) the opportunity to have their website addresses, or URLs, appear on the Find a Termite Professional page located within www.Sentricon.com. In order for a CSS's website to be linked to www.Sentricon.com, the CSS company must adhere to certain branding guidelines and minimum requirements pertaining to the promotion of the Sentricon® system on their company website. The following information serves as a guideline for this purpose.

MINIMUM REQUIREMENTS

Below are the minimum requirements to have your website's URL added to the Find a Termite Professional page on www.Sentricon.com.

- Use accurate information about Sentricon (see "Approved Copy and Graphics" section)
- Correctly trademark Sentricon and its components (See "Trademark Guidelines" section)
- Provide a link to www.Sentricon.com on your website. This can be done in the form of a clearly identified logo or text
- Identify your company as a "Certified Sentricon Specialist™"

APPROVED COPY AND GRAPHICS

Whether your website address is being posted on the Find a Termite Professional page or you are simply detailing Sentricon on your website, we recommend that you use existing language created by Dow AgroSciences. The use of this language will ensure a consistent message to potential customers.

As a Certified Sentricon Specialist, you, and/or your creative/advertising agency, have approval to use verbiage and/or graphics from existing Sentricon literature and videos which can be found on our CSS Resource Center — www.cssresourcecenter.com — as well as any information on our consumer website — www.Sentricon.com. Make sure to reference the most current literature, as the language may change.

TRADEMARK GUIDELINES

As with all communication material for Sentricon, a CSS's website must follow proper trademark usage guidelines. If you have questions or need clarification on trademark usage, please contact your Dow AgroSciences representative.

When referencing Sentricon or its components, be sure to apply the correct corresponding trademarks listed below.

- Sentricon® system on first mention within a page and/or digital line of sight, and Sentricon in subsequent mentions
- Recruit® termite bait
- Baitube™ device
- Sentricon® system with Always Active™ technology on first mention within a page and/or digital line of sight, and Sentricon with Always Active in subsequent mentions
- Apply the correct trademark ownership footer: ®™Sentricon and its components are trademarks of The Dow Chemical Company ("Dow") or an affiliated company of Dow