



**FOR IMMEDIATE RELEASE**

**Press Release**

**“BACK ON THE FARM” - EPA APPROVES MOVENTO® AND ULTOR® INSECTICIDES FOR SECOND TIME**

*Shipment of Unique Two-Way Systemic Insecticides to Resume Immediately*

October 18, 2010

Bayer CropScience  
2 T.W. Alexander Drive  
Research Triangle Park  
NC 27709  
Tel. 919-549-2000

RESEARCH TRIANGLE PARK, NC (October 18, 2010) – Bayer CropScience announced today that its Movento® and Ultor® insecticides have received Environmental Protection Agency (EPA) registration for a second time, giving growers back a sorely missed tool for the management of their toughest pests. Under the new registration, the product container labels include the uses found on the previous Movento and Ultor product container labels.

“We are very pleased that the EPA cleared the way for Movento and Ultor to return to the market in time for application during the 2011 growing season,” said Kevin Adam, product manager for Bayer CropScience.

Growers have come to depend on Movento and Ultor to protect their crops against a broad spectrum of damaging sucking insects such as aphids, mealybugs, scales and many others. Crops listed on the product container labels for Movento and Ultor remain the same as under the prior registration, and include grapes, citrus, lettuce and apples, among others. For a complete list of approved crops, please refer to the most current product label.

The tremendous efficacy demonstrated by Movento and Ultor is based on its two-way systemic activity within the plant. After application, Movento and Ultor move upward and downward through the plant tissue, ensuring even and continuous distribution and better overall protection of young shoots, leaves and roots.

Movento and Ultor target sucking pests specifically, and have minimal impact on beneficial insects which makes them a good choice for use in an Integrated Pest Management Program.

# Bayer CropScience



*Registration News Release/Page 2*

Production and shipment of Movento and Ultor had been halted earlier this year due to an administrative error committed by the EPA during its initial review and approval of spirotetramat in 2008. While conducting its second review, EPA allowed the distribution channel to sell and distribute existing stocks of Movento and Ultor inventory in their possession, and growers could still legally use the products according to the previously approved labeling. With the recent EPA registration action, growers may purchase and use new product inventory according to label instructions.

For more information contact:

Beth Roden  
External Communications Lead  
Bayer CropScience  
Tel: (919) 549-2030  
Email: [beth.rodén@bayercropscience.com](mailto:beth.rodén@bayercropscience.com)

Ayanna Luke  
Porter Novelli  
Tel. (404) 995-4536  
Email: [ayanna.luke@porternovelli.com](mailto:ayanna.luke@porternovelli.com)

## **About Bayer CropScience**

Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer CropScience AG, a subsidiary of Bayer AG with annual sales of about EUR 6.5 billion (2009), is one of the world's leading innovative crop science companies in the areas of crop protection, non-agricultural pest control, seeds and traits. The company offers an outstanding range of products and extensive service backup for modern, sustainable agriculture and for non-agricultural applications. Bayer CropScience has a global workforce of 18,700 and is represented in more than 120 countries. This and further news is available at: [www.press.bayercropscience.com](http://www.press.bayercropscience.com).

## **Forward-looking statement**

This news release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports, which are available on the Bayer website at

[www.bayer.com](http://www.bayer.com). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

###