



PRESS RELEASE
October 5, 2011

For Immediate Release

**California Distributor Wins iPad®2 for
Participation in Online MIDAS® Training**

CARY, N.C. (Oct. 5, 2011) – Arysta LifeScience North America, LLC announced today that Daryl Ito, salesman with Trical, Inc., in Camarillo, Calif., is the winner of an Apple iPad®2 for his participation in the online MIDAS® Learning Tool program.

Upon completion of the online curriculum specific to MIDAS® soil fumigant, Ito along with other California agricultural professionals and growers, qualified for the official grand prize drawing. Ito was identified the winner via a random selection process.

The MIDAS Learning Tool was designed to enhance agricultural distributor, pest control adviser and grower knowledge about the benefits and features of MIDAS, U.S. Environmental Agency (EPA) fumigant management plan regulations, fumigant packaging technology and best practices in fumigant applications.

According to Royce Schulte, product manager of U.S. fumigants for Arysta LifeScience, the MIDAS online training tool provides customers with valuable and up-to-date information about the product and its application processes.

“We created a training portal that allows for immediate education and training about the product,” Schulte says. “This unique online training tool illustrates our commitment to the industry and our desire to be a consistent and reliable resource for our customers and industry stakeholders.”

MIDAS is a broad spectrum soil fumigant developed by Arysta LifeScience to control a variety of soil-borne diseases, nematodes, and weed seeds that threaten high value crops, including strawberries. MIDAS is registered in 48 states across the U.S., including Florida and California and has been applied safely to more than 17,000 acres where ornamentals, strawberries, tomatoes, peppers, tree fruit, nuts, vines and turf crops were grown.

Methyl iodide, the active ingredient in MIDAS, is a naturally occurring compound that is injected into soil or drip lines two weeks prior to planting of crops, which means it does not pose a food safety concern. Arysta LifeScience maintains the highest industry standards for human health safety and environmental stewardship regarding MIDAS use as an effective crop protection input for agricultural purposes.

To learn more about MIDAS and Arysta LifeScience, please call (866) 761-9397, or go to www.arystalifescience.com.

###

Always read and follow label directions. Contact your state pesticide regulatory agency to determine if this product is registered for sale or use in your state. MIDAS is a registered trademark of Arysta LifeScience North America, LLC. Arysta LifeScience and the Arysta LifeScience logo are registered trademarks of Arysta LifeScience Corporation. ©2011 Arysta LifeScience North America, LLC.

About Arysta LifeScience Corporation

Headquartered in Tokyo, Japan, Arysta LifeScience is the world's largest privately held crop protection and life science company with 2010 revenues of JPY113 billion (US\$1.3 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.

Contacts:

Linda Frerichs
Global Communications Manager
Arysta LifeScience North America
(919) 678-4948
linda.frerichs@arystalifescience.com

Tara Hart
Public Relations Account Manager
Woodruff Sweitzer
(816) 255-1960
thart@woodruffswitzer.com