

Why is Genuity™ SmartStax™ Technology the SMART choice?



S = Spectrum

- The absolute broadest spectrum of above and below ground insect protection
- Roundup Ready® 2 Technology and Liberty Link® herbicide tolerance for broad spectrum weed control

M = Multiple Modes-of-Action

- The use of multiple modes-of-action provides the most consistent insect protection
- Maintains long-term durability of trait technology

A = Acceleron™ Seed Treatment Products

- Seed treated with Acceleron™ seed treatment products help maximize the performance potential right from the start
- Helps protect your investment by controlling secondary pests and major seed and soil-borne diseases

R = Reduced Refuge 4X (corn belt 5%)

- The industry's first reduced refuge system for both above AND below ground insect protection
- Enables the highest whole-farm yield potential on the market

T = Total Peace of Mind

- Most advanced trait platform delivers all-in-one crop protection
- Less soil applied insecticide

Broadest Spectrum Above and Below Ground Insect Protection



Triple-mode activity



European Corn Borer (*Ostrinia nubilalis*)
 Southwestern Corn Borer (*Diatraea graandiosella*)
 Fall Armyworm (*Spodoptera frugiperda*)

Dual-mode activity



Northern Corn Rootworm (*Diabrotica barberi*)
 Western Corn Rootworm (*Diabrotica virgifera virgifera*)
 Corn Earworm (*Helicoverpa zea*)

Single-mode activity



Western Bean Cutworm (*Richia albicosta*)
 Black Cutworm (*Agrotis ipsilion*)

MOA equals control of pest



Insect Protection: Seedcorn maggot, White grub, Wireworm, Corn leaf aphid, Grape colapsis and Southern corn leaf beetle

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. **IMPORTANT: Grain Marketing and Seed Availability:** Genuity® SmartStax™ has received the necessary approvals in the United States, however, as of **August 11, 2009**, approvals have not been received in certain major corn export markets. Genuity® SmartStax™ will not be launched and seed will not be available until after import approvals are received in appropriate major corn export markets. **Monsanto Company is a member of Excellence Through Stewardship® (ETS).** Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Biotechnology Industry Organization. **B.t. products, including Genuity® SmartStax™** may not yet be registered in all states. Check with your Monsanto representative for the registration status in your state. Acceleron and Design™, Genuity™, Genuity and Design™, Genuity Icons, Roundup®, Roundup Ready®, Roundup Ready 2 Technology and Design™, SmartStax™, and SmartStax and Design™ are trademarks of Monsanto Technology LLC. Liberty Link® and Liberty Link and the Water Droplet Design® are registered trademarks of Bayer CropScience AG. Herculex is a trademark of Dow AgroSciences LLC. All other trademarks are the property of their respective owners. ©2009 Monsanto Company. [19739Apgd] 7F-8R-09-3976

