

BASF Professional Vegetation Management Kicks Off 2007 QVM Project Habitat Awards Program

RESEARCH TRIANGLE PARK, N.C., March 9, 2007 – BASF Professional Vegetation Management (ProVM) is proud to announce the second annual Quality Vegetation Management® (QVM) Project Habitat™ Awards program, designed to honor the highest quality vegetation management projects.

The QVM Project Habitat Awards are presented to land management projects and recognize land managers, owners, QVM Certified Applicators and Advisors, and other partners that assisted in the development of the project.

Winners are recognized at the annual banquet, receive awards and have access to marketing support to promote their project within their local community and to the media.

Begin your award-winning projects entries now!

During 2007, land managers/owners should evaluate if they want to develop new projects, or use existing projects for the program. Projects must be designed to fit in one of 16 categories/ subcategories, including Utility, Forestry, Aquatic, Roadside, Invasive Weed Management and Specialty Vegetation Management categories. For a full list of categories, visit www.vmanswers.com/projecthabitat.

Projects primarily developed or managed in 2007 are eligible, although ongoing projects are also acceptable. Projects require participation by a QVM Certified Applicator or can be self-applied. To find a QVM Certified Applicator in your area, contact your local BASF sales specialist or visit www.vmanswers.com.

Those managing projects or interested in the program will be able to sign up to receive tips on managing an award-winning project. Go to www.vmanswers.com/projecthabitat to sign up.

Submit Your Entry - Summer 2007

A call for entries will be released in the summer of 2007 and entries will be due by September 28, 2007. Each project must be submitted in the category/subcategory it most closely matches. There is no cost to enter projects and multiple projects from a company are allowed.

Entries will be judged on specific criteria including a description of the problem, solution, results and evaluation, and the use of a QVM Certified Applicator and other partners.

“So many land managers and owners are doing incredible work in vegetation management,” said Tim Knight, business manager for the BASF ProVM group. “We

want to help these people and organizations share their vegetation management projects and successes with each other, and reward those projects that showcase the very best in Quality Vegetation Management practices.”

For more information on the QVM Project Habitat Awards, to request an informational brochure on the awards program, to sign up for the QVM Project Habitat Awards e-newsletter or for other resources, visit www.vmanswers.com/projecthabitat or contact your BASF ProVM sales rep.

For a complete list of 2006 winners and finalists, please visit www.vmanswers.com/projecthabitat.

BASF: Helping Make Products Better™

With sales of €3,298 million in 2005, BASF's Agricultural Products division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Agricultural Products division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at www.agro.basf.com.

BASF: The Chemical Company

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, BASF's high-value products and intelligent system solutions help its customers to be more successful. BASF develops new technologies and uses them to meet the challenges of the future and open up additional market opportunities. It combines economic success with environmental protection and social responsibility, thus contributing to a better future. BASF has over 95,000 employees and posted sales of €52.6 billion in 2006. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA), New York (BF) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

Always Read and Follow Label Directions.

QVM is a registered trademark of BASF. Project Habitat is a trademark of BASF.

©2007 BASF Corporation. All rights reserved.