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FOR IMMEDIATE RELEASE

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United Phosphorus, Inc. Launches new Strafer® MAX insecticide in Southern Cotton Market

KING OF PRUSSIA, PA – [United Phosphorus, Inc.](http://www.upi-usa.com) (UPI), is pleased to announce the launch of Strafer® MAX insecticide for use in all cotton growing states east of the Rocky Mountains. Strafer MAX provides quick knockdown, and translaminar performance against key insects such as aphids, plant bugs, thrips, leafhoppers, and whiteflies.

“In addition to our flagship brand, Assail® insecticide, and as part of UPI’s strategic plan to expand the markets for *acetamiprid*, Strafer MAX insecticide is the next targeted brand in that important line-up,” says Karen Westcott, lead for Assail insecticide. Several premixes will be launched in coming seasons that will provide growers additional options for expanded insect control in both specialty and row crops.

For more information on approved state registrations, please contact your area UPI sales representative or visit us at www.upi-usa.com.

ABOUT UPL – PARENT COMPANY OF UNITED PHOSPHORUS, INC.

- Started in 1969.
- In top 10 global agricultural space.
- ~\$2.5 billion in global revenue.
- 29 manufacturing facilities around the world.
- Over 4,600 registrations.
- 28 successful acquisitions in the past 20 years.
- Manufacturer of leading brand:
 - Asulam, Lifeline, Interline, Satellite, Storm, Surflan, Ultra Blazer, and Tricor herbicides;
 - Manzate Max, Manzate Pro-Stick, Microthiol Disperss, Penncozeb, Topsin, Trionic, and Ziram fungicides;
 - Acephate 97UP, Assail, Banter, Bifenture, Lambda-CY, Perm-UP, UP-Cyde, and Vendex insecticides,

About United Phosphorus, Inc.

For more than thirty years, United Phosphorus, Inc has been a premier supplier of crop protection products and plant technologies designed for the agricultural, aquatics, turf, ornamental and pest control markets. A group company of UPL Limited, United Phosphorus offers more than 50 different products to meet their customers’ needs. For more information, visit www.upi-usa.com.

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