
For Immediate Release
November 16, 2010

CROP MICROCLIMATE MANAGEMENT AND CERTIS USA ENTER INTO
AGREEMENTS TO DEVELOP NEW PLANT STRESS TECHNOLOGIES.

Crop Microclimate Management Inc. (CMM), a leader in the research and development of technology for the management of abiotic stress in crop plants and Certis USA, a leading biopesticide company, have entered into agreements to develop and market new abiotic (environmental) stress management products.

The agreements include a distribution agreement for Certis USA to market CMM's SCREEN™ Duo and an exclusive license agreement for CMM's (patent-pending) G3 technology for use in fruit and vegetables in the NAFTA region. SCREEN™ Duo sales and marketing activities will start immediately while the G3 technology is in accelerated development with market entry targeted for 2013.

The SCREEN™ Duo brand offers the most advanced technology for the management of crop stress due to adverse environmental conditions. SCREEN™ Duo protects fruit and vegetables crops by eliminating losses due to excess heat, light and drought. SCREEN™ Duo is based on CMM's unique Fusion Technology™ (patent pending), that combines "dual modes of action" to protect plants from inside and out. This dual action means that SCREEN™ Duo provides superior protection at lower rates than competitor products, providing better yields and crop quality.

G3 technology utilizes naturally occurring dicarboxylic acids to assist plants maintain productivity under adverse environmental conditions, such as excess heat, light, and drought. Results from replicated trials conducted in annual and perennial crops, show that G3 compounds applied at low rates (grams per acre) can reduce stress-related plant productivity issues, such as flower abortion, fruit set, fruit sizing, fruit retention, and sunburn, resulting in increased yield of higher quality fruits and vegetables. These studies were conducted in annual and perennial crops. Under conditions of high temperatures and intense solar radiation, yields of G3 treated crops were increased by as much as 75% over the untreated with use rates as low as 2-8 grams per acre, per application.

According to CMM President Dr. Chuck Kupatt, G3 technology represents a significant advance in maintaining agricultural productivity under adverse environmental conditions.

"With G3 technology, we are utilizing basic natural plant constituents to activate the crops' innate defenses against environmental stresses. G3 compounds appear to act at a fundamental point in the stress signaling pathway, inducing protection against a broad range of stress factors simultaneously," Kupatt said. Although the current agreement with Certis USA covers the North American fruit and vegetable markets, the low rates at which G3 technology is active makes it an ideal fit in row crops, cereals, biofuels and other extensively grown crops.

Dr. Jow-Lih Su, President and CEO of Certis USA, added: "Abiotic stress management is the new frontier for the biopesticide industry which has traditionally focused on discovering and marketing naturally occurring compounds for insect, disease and weed control. Natural compounds also provide abundant opportunities to achieve yield and quality improvements for growers that were once beyond reach. Certis USA is pleased to enter into the abiotic stress management market in collaboration with CMM."

Based in Apex, North Carolina, Crop Microclimate Management researches, develops, manufactures, and markets science-based products for the management of abiotic (environmental) stresses in crop plants to increase yield, improve quality. CMM product brands include Screen™ and SCREEN™ Duo. Learn more at www.cropstress.com.

Headquartered in Columbia, MD, Certis USA is a leading manufacturer and distributor of biopesticides and crop protection products for specialty agricultural and horticultural markets (www.certisusa.com). Certis USA product brands include: Agree®, Crymax®, Deliver® and Javelin® Bt bioinsecticides; Azatin®, Neemazad® and Neemix® botanical insect growth regulators; Trilogy® botanical fungicide/miticide; CYD-X® codling moth virus; Gemstar® corn earworm virus; Spod-X® beet armyworm virus; SoilGard® microbial fungicide; MeloCon® nematocide; Basamid® granular soil fumigant; DES-X™ insecticidal soap concentrate; Cueva™ liquid copper fungicide concentrate; Seduce® insecticidal bait and Sluggo® slug and snail bait (Eastern markets only.)