



DAIRYLAND SEED CO., INC.

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Where research gets results.

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FOR IMMEDIATE RELEASE

Dairyland Seed Releases New Soybean Varieties

WEST BEND, WI, SEPTEMBER 6, 2011 —DAIRYLAND SEED RECENTLY ANNOUNCED THE RELEASE OF 12 NEW SOYBEAN VARIETIES FOR THE 2012 PLANTING SEASON. EACH OF THESE VARIETIES CAN BE SEEN AT RESEARCH TOURS AND FIELD DAYS THROUGHOUT THE MIDWEST THIS FALL. THE DESCRIPTIONS OF THE NEW PRODUCTS FOLLOW:

DSR-0603/R2Y Maturity 0.6

Top ratings for white mold and BSR. Strong emergence. Rps1c gene for PRR protection. Excellent choice for no/minimum till operations.

DSR-1808/R2Y Maturity 1.8

Exciting new R2Y genetics with upper echelon yield potential! Great emergence scores. Top defender for PRR, WM, BSR and SCN. Excellent no/minimum till product. Caution on high IDC prone soils.

DSR-2105/R2Y Maturity 2.1

Exciting new release with top end yield. Moderate resistance to SCN. Premium emergence scores. Rps1K for PRR protection. Outstanding white mold defense. Performs well in IDC hotspots.

DSR-2240/R2Y Maturity 2.2

Widely adaptable product with superb PRR and emergence ratings. Good no/minimum till choice. High ratings for SDS.

DSR-2411/R2Y Maturity 2.4

High yielding new R2Y line. Rps1c gene for PRR protection. Resistant to BSR. Shorter statured medium bush variety. Premium marks for emergence. Watch high IDC prone soils.

(Continued)

DSR-2880/R2Y Maturity 2.8

Exciting new late Group 2 release. Great emergence and standability. Top end SDS and white mold defense. Resistance to Race 3 SCN. Rps1k for high PRR protection. A product that deserves some of your acres.

DSR-2995/R2Y Maturity 3.0

New R2Y product for late 2 and early 3 maturity. Agronomically strong with high yield potential. First class SDS and white mold protection. Moderate resistance to Race 3 SCN. Top PRR and emergence scores. Great no/minimum till choice.

DSR-3232/R2Y Maturity 3.4

New R2Y early Group 3. Very good yield potential. PRR protection via Rps1c gene. Near the top of the scale for emergence. Good SDS ratings. Resistant to Race 3 SCN.

DSR-3510 Maturity 3.5

New mid-3 with top end yield. Conventional with SCN protection. Strong emergence. Tremendous against white mold. PRR protection via Rps1c gene. Excels in narrow row settings.

DSR-3805/R2Y Maturity 3.7

New high yielding 3.7 maturity soybean. Strong yield potential. Moderate resistance to Race 3 SCN. Our best scores for SDS protection. Outstanding standability. Visual appeal from planting to harvest.

DSR-3980/R2Y Maturity 3.9

Tremendous yield potential with this new 3.9 Stellar SCN protection. Very good scores for SDS tolerance. Rps1c for defense of PRR. Widely adapted across varying soil types. Medium bush plant type.

DSR-4141/R2Y Maturity 4.1

New 4.1 with superior yield punch. Great performance across diverse soil types. Protects against SCN. Taller product at 42 inches allows for maximum pod set. Solid product with good emergence and standability.

About Dairyland Seed

Dairyland Seed began its seed business in 1907 and has built an established dealer network throughout the Upper Midwest, with international sales in more than 20 countries. The business experienced great success under the leadership of Orville and Marie Strachota, entering the field of plant breeding in 1977. Now a seed affiliate of Dow AgroSciences, the family leadership continues through son Tom and grandson T.J. Primary research locations are located in Clinton, Wisconsin; Gibson City, Illinois; Otterbein, Indiana; and Sloughouse, California, with plant breeding programs in hybrid corn, hybrid alfalfa and soybeans. Dairyland is headquartered in West Bend, Wisconsin.