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News Release

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New Formulation of *Torque IF*[™] Launched for Corn

Milwaukee, WI, January, 2010 – EMD Crop BioScience has introduced a new formulation of *Torque IF*[™] with *LCO Promoter Technology*[®] for corn that offers growers and Retailers more flexibility and convenience.

Torque IF was originally introduced in early 2008 as an in-furrow corn treatment, applied with liquid starters, to help corn hybrids maximize their genetic potential by enhancing root development for stronger, healthier, higher yielding crops. It represented the first successful introduction of a non-legume product with EMD's patented *LCO Promoter Technology* for corn applications.

LCO Promoter Technology, available in *Optimize*[®] for soybeans since 2004 and now in *Optimize*[®] 400, is a unique, naturally occurring molecule that enhances root and shoot development immediately and independently of the variety, soil and environmental conditions.

The new formulation of *Torque* is now packaged in an easy-pour jug with the added flexibility for premixing with bulk liquid starters. The label has also been expanded to include 2 x 2 along with in-furrow applications.

"*Torque IF* was recognized for its ability to grow stronger, healthier corn plants from the roots up, so we focused on ways to make the new formulation even easier to use," says Cathy Soanes, North American Corn and Northern Crops Marketing Manager for EMD Crop

BioScience. “The new concentrated formulation means fewer cases to handle and store. With the added flexibility and efficiency, we expect a continued rise in demand among corn growers and the retailers who serve them.”

EMD Crop BioScience produces and distributes a number of innovative inoculants and crop enhancement products, most notably those containing the [*LCO Promoter Technology*](#) such as *Optimize 400*. *LCO Promoter Technology* is a naturally-occurring molecule that brings unprecedented early-season plant health benefits to a number of crops. For more information, log on to EMDCropBioScience.com.

About EMD Crop BioScience

Originally founded as the Nitragin Company in 1898 after a Milwaukee entrepreneur purchased rights to a commercial process for the production of nitrogen-fixing rhizobia, Nitragin remained privately owned until 1982. In 1991 Merck KGaA, Darmstadt, Germany purchased the business. Now headquartered in Milwaukee, Wisconsin, EMD Crop BioScience is committed to advancing crop-enhancing technologies and making these products available to growers worldwide.

About Merck

Merck is a global pharmaceutical and chemical company with total revenues of € 7.6 billion in 2008, a history that began in 1668, and a future shaped by 32,700 employees in 60 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds an approximately 70% interest and free shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.

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