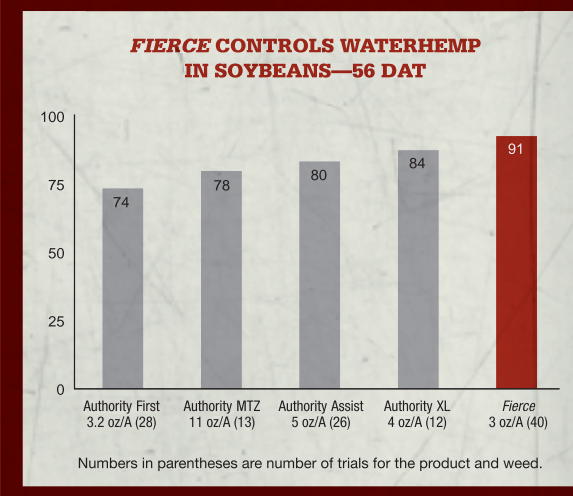
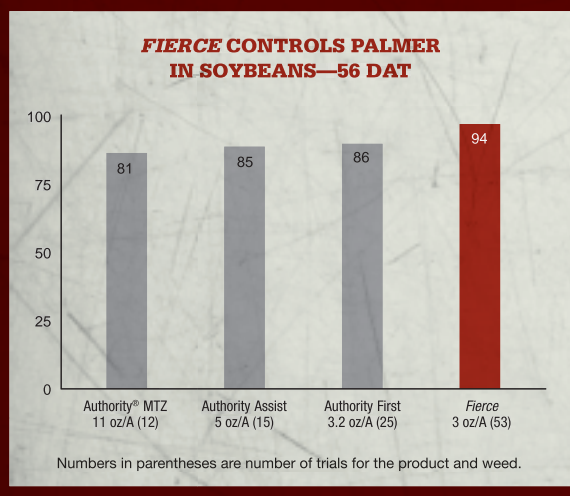
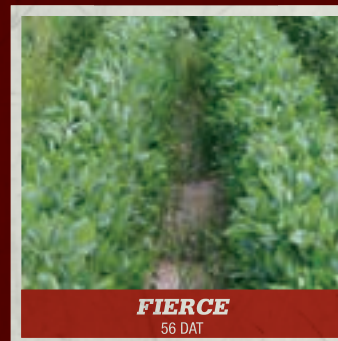




HOW *FIERCE* PERFORMED AGAINST THE COMPETITION



SEE FOR YOURSELF: HOW *FIERCE* PERFORMED IN SOYBEANS VS. COMPETITION



BROADLEAF WEEDS CONTROLLED: BRISTLY STARBUR; CARPETWEED; CHICKWEED, COMMON; CHICKWEED, MOUSEEAR; COFFEE SENNA; COPPERLEAF, HOPHORNBEAM; DANDELION; ECLIPTA; EVENINGPRIMROSE, CUTLEAF; FLORIDA BEGGARWEED; FLORIDA PUSLEY; GOLDEN CROWNBEARD; HAIRY INDIGO; HEMP SESBANIA; HENBIT; JIMSONWEED; KOCHIA; LAMBSQUARTERS, COMMON; LITTLE MALLOW; MARESTAIL/HORSEWEED; MORNINGGLORY, ENTIRELEAF; MORNINGGLORY, IVYLEAF; MORNINGGLORY, RED/SCARLET; MORNINGGLORY, TALL; MUSTARD, WILD; NIGHTSHADE, BLACK; NIGHTSHADE, EASTERN BLACK; NIGHTSHADE, HAIRY; PIGWEED, PALMER; PIGWEED, REDROOT; PIGWEED, SMOOTH; PIGWEED, SPINY AMARANTH; PIGWEED, TUMBLE; PRICKLY SIDA (TEAWEED); PUNCTUREVINE; PURSLANE, COMMON; RADISH, WILD; REDMAIDS; SHEPHERD'S-PURSE; SMALLFLOWER MORNINGGLORY; SPOTTED SPURGE; RAGWEED, COMMON; RAGWEED, GIANT; RUSSIAN THISTLE; SMARTWEED, LADYSTHUMB; SMARTWEED, PENNSYLVANIA; SPURRED ANODA; TROPIC CROTON; VELVETLEAF; VENICE MALLOW; WATERHEMP, COMMON; WATERHEMP, TALL; WILD BUCKWHEAT; WILD POINSETTIA; WORMWOOD, BIENNIAL

ANNUAL GRASSES CONTROLLED: BARNYARDGRASS; BLUEGRASS, ANNUAL; CHEAT; CRABGRASS, LARGE; CRABGRASS, SMOOTH; CUPGRASS, SOUTHWESTERN; DOWNY BROME; FOXTAIL, GIANT; FOXTAIL, GREEN; FOXTAIL, YELLOW; GOOSEGRASS; JOHNSONGRASS (SEEDLING); LOVEGRASS, CALIFORNIA; PANICUM, FALL; PANICUM, TEXAS; RED RICE; RYEGRASS, ITALIAN; RYEGRASS, RIGID; SIGNALGRASS, BROADLEAF



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WE WON'T TELL YOU WE HAVE THE LONGEST RESIDUAL. ACTUAL GROWERS WILL.

FIERCE[®]
HERBICIDE 999
Powerful. Long-lasting. Performance.[™]

WITH THE POWER OF **VALOR[®]**

WE PUT FIERCE™ HERBICIDE TO THE TEST.

Nothing delivers long-lasting results on broadleaf weeds and grasses in soybeans like Fierce™ Herbicide. But you don't have to take our word for it. See what growers who participated in an eight-week trial are saying about Fierce. And see the photographed results for yourself.



“Based on my experiences over the last few years, Fierce is probably the most consistent preemergence herbicide I've ever seen. I think what farmers are needing today is a preemergence that works early with their Roundup® program and is competitively priced. From what I've seen in our trials, Fierce will do just that.”

—Jim Day, Iowa, grower

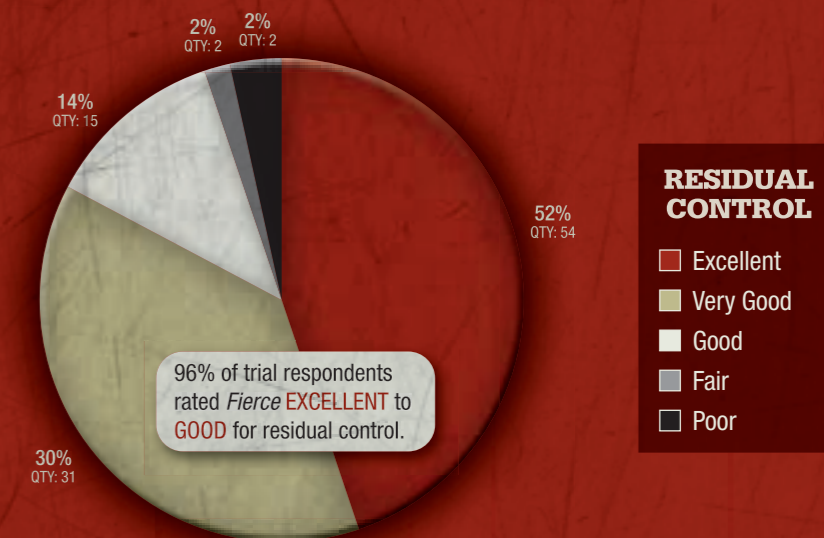
We could go on and on about the toughness of Fierce, but we'll let those who use it do the talking for us. In grower trials, Fierce demonstrated consistent preemergence performance in soybeans and field corn. That's because Fierce contains the proven power of Valor® Herbicide, the leading preemergence herbicide. And Fierce uses a new family of chemistry to keep fields clean week after week after week—longer than any other herbicide on the market.

Not only will you have crop flexibility to soybeans or corn—Fierce delivers unmatched performance:

- Longest-lasting residual control for soybean growers—up to two weeks longer than other residuals
- Higher level of control (over 90%) of targeted weeds
- Dependable—20% more consistency

To hear more and see complete trial results, go to www.valent.com/fierce

WHAT TRIAL GROWERS THOUGHT ABOUT FIERCE HERBICIDE



Source: 2010–2011 private demo trials.

RESIDUAL PERFORMANCE WEEK AFTER WEEK AFTER WEEK AFTER WEEK AFTER WEEK



1 week after treatment

2 weeks after treatment

3 weeks after treatment

4 weeks after treatment

5 weeks after treatment

6 weeks after treatment

7 weeks after treatment

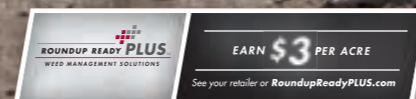
8 weeks after treatment



“The field looks perfectly clean. I think it's going to be a great tool and asset for my soybeans. I'd recommend it to another grower.”

—Todd Williams, Mississippi, grower
(his field featured in week-to-week photos above)

Use Fierce today and get \$3/A cash back for soybeans as part of Roundup Ready PLUS.™



IOWA



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MISSISSIPPI



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