



Bayer Environmental Science

FOR IMMEDIATE RELEASE

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BAYER ENVIRONMENTAL SCIENCE ANNOUNCES WINNER OF STINGING TRUTH ABOUT FIRE ANTS QUIZ

RESEARCH TRIANGLE PARK, N.C. (July 20, 2006)— Bayer Environmental Science announced the winner of the *Stinging Truth About Fire Ants Quiz*. More than 500 people took the quiz, but only one participant was selected to win the grand prize - a \$250 spa gift certificate. The soothing prize was awarded to Samantha McQuade of Lexington, South Carolina.

“I never thought I would win,” says Samantha. “I took the quiz to find out how much I knew about fire ants and to help me learn how to get rid of them.”

Homeowners, like Samantha McQuade, could visit www.nofireants.com from March 22- July 15 and take the *Stinging Truth About Fire Ants Quiz* to test their knowledge and enter to win. The quiz was part of the continued effort of Bayer Environmental Science, makers of TopChoice® insecticide, to educate the public on the dangers of fire ants and give functional facts, including risky activities related to one’s home and health.



“I was very surprised to learn that more children are stung by fire ants than by all other stinging insects combined. I have three kids, and we all have a lot of allergies,” says Samantha. “We are new to the south as of last July. My kids are just plain scared to play outside due to fire ants and they love to be outside. I will be calling my local lawn care professional to ask for TopChoice tomorrow first thing, thank you!”

“Bayer Environmental Science recognizes the importance of educating the public on potentially harmful pests like fire ants,” says Bryan Gooch, Business Manager, Insecticides. “We are pleased that so many people took the quiz and hope that Samantha and the other participants will share the message learned about fire ant protection.”

The website provides homeowners with information on all aspects of fire ant control, including

fire ant biology and identification, research and trial data for TopChoice insecticide, how TopChoice works and testimonials from both homeowners and professionals who have used the product. For more information on treating fire ants with TopChoice, contact your local lawn care or pest management professional, or locate a professional at www.nofireants.com.

Bayer Environmental Science is a division of Bayer CropScience LP, a member of the worldwide Bayer Group, a \$27 billion international health care and chemicals group based in Leverkusen, Germany. The Bayer Group stock is a component of the DAX and is listed on the New York Stock Exchange (ticker symbol: BAY) For more information on Bayer Environmental Science, call 919-549-2000 or visit us online at www.bayerprocentral.com. Bayer Environmental Science, 2TW Alexander Drive, Research Triangle Park, N.C. 27709.

Forward-Looking Statements

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