

# News Release



## Win a Trip to the Daytona 500 by entering the BASF Roguard Video Contest

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ST. LOUIS, MO, July 2, 2010 – Pest Management Professionals (PMPs) have a chance to win a trip to the Daytona 500 by entering the Roguard™ Rodent Management System (RMS) video contest sponsored by BASF.

BASF is looking for short and unique video clips of PMPs using the Roguard RMS Bait Station. Top videos will be posted and shared online.

PMPs can also visit the contest website to enter their names in a drawing to receive a Flip Video Camcorder and a Roguard RMS station to use for their video submission. Two eligible participants will be randomly selected to win a camera and station each month from July through November 2010.

Participants must submit all video clips by November 30, 2010. Videos will be evaluated by a panel of BASF judges – and three finalist videos will be posted on the Web site for public voting. The grand prize winner will be announced in early January and will receive a trip for two to the Daytona 500.

For more information please visit the official rules.

### About the Crop Protection Division

With sales of €3.6 billion in 2009, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com).

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BASF - The Chemical Company.

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America, and had sales of \$13 billion in 2009. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit [www.basf.com/usa](http://www.basf.com/usa).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all

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industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €50 billion in 2009 and had approximately 105,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

Users must always read and follow label directions.

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