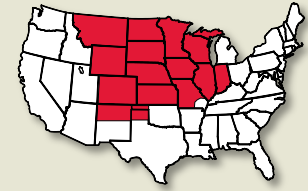




2015 TruChoice® Advantage Central Regions



Realize the ability to make every acre count from seed to harvest with DuPont TruChoice® Advantage

Designed to provide a broad selection of crop protection products, the TruChoice® Advantage program affords you the opportunity to earn more from your investment. Depending on the crop you plant, earn up to **15% by adding more modes of action** to your in-crop applications and protect your crop with DuPont foliar health products.

| Offer | DuPont Crop Protection |
|-------|---|
| 10% | Product Set 1 + Product Set 2 |
| 15% | Product Set 1 + Product Set 2 + Product Set 3 |

Product Set 1 + Product Set 2

Earn 10% on matched acres for the 2 product combinations. By selecting a herbicide by crop from set 1 and set 2 to participate, you are creating a multiple treatment or mode of action weed defense plan.

Product Set 1 + Product Set 2 + Product Set 3

Earn 15% on matched acres for the 3 product combinations. By adding a foliar health fungicide or insecticide, you are adding to your defense plan with increased yield from more consistent pest control for results you can see.

| Crop | Product Set 1 | Product Set 2 | Product Set 3 |
|----------------------------|---|--|--|
| Corn | Alluvex™, Basis® Blend, Breakfree® brands, Cinch® brands | Instigate®, Prequel®, Realm® Q, Resolve® Q | Approach® brands |
| Soybeans | Abundit® Extra, Basis® Blend, Panoflex™, Canopy® EX | Afforia™, Canopy®, Cinch®, Enlite®, Envive®, Trivence™ | Approach® brands + Asana® XL Prevathon® |
| All Cereals ^{1,2} | Affinity® brands, Agility® SG, Ally®, Ally® Extra, Finesse® brands, Glean® XP, Harmony® Extra SG, In-crop custom blends | Approach® brands, Prevathon® | N/A |
| Spring Wheat / Barley | Panoflex™ Burn down custom blend† | Affinity® brands In-crop custom blend† | Approach® brands Prevathon® |
| ExpressSun® Sunflower | Express® | Assure® II | Asana® XL Prevathon® |

DuPont Crop Protection

Now that you have made your seed choices, the best way to protect your investment is to invest in your crop protection. We would like to help you with the right crop protection plan designed to meet your needs.

With more local sales professionals and access to more active ingredients, we're ready to help you make 2015 your best year ever.

Local Expertise

Your DuPont Technical Sales Agronomist is a crop protection specialist working with your Pioneer® seed sales professional, local Retailer and/or Crop Consultant to deliver the right product combination to make every acre count. They have local experience and provide you with direct access to the global agronomy expertise of DuPont.

Choices

In addition to TruChoice® Advantage, DuPont also offers other valuable programs to give customers added peace of mind and the greatest value for their investment:

- **Early Pay Savings:** increased rebates with early commitment and payment
- **TruChoice® Financing:** for competitive rates and convenient access at your local retailer

Contact your local DuPont sales representative for additional details.

¹ Custom blends containing GR1™ herbicide + Approach® brands will earn 15% rebate.
² Custom blends containing GR1™ herbicide include the following; 10,11,12,155,156,157,158,159,204
[†]Only offered by participating retailers that provide DuPont™ PrecisionPac™ custom blending services

TruChoice[®] Advantage - 3% base incentive on DuPont Crop Protection Products on non-matched acres

| | | | |
|--|---|---|---|
| Abundit [®] Extra glyphosate | Basis [®] Blend herbicide | FirstShot [®] SG herbicide | Prevathon [®] insect control |
| Accent [®] Q herbicide | Breakfree [®] herbicide brands | Glean [®] XP herbicide | Realm [®] Q herbicide |
| Agility [®] SG herbicide | Canopy [®] herbicide | Harmony [®] SG herbicide | Resolve [®] Q herbicide brands |
| Affinity [®] herbicide brands | Canopy [®] EX herbicide | Harmony [®] Extra SG herbicide | Steadfast [®] Q herbicide |
| Afforia [™] herbicide | Cimarron [®] herbicide brands | Instigate [®] herbicide | Steward [®] EC insecticide |
| Ally [®] XP herbicide | Cinch [®] herbicide brands | Lannate [®] LV insecticide | Synchrony [®] XP herbicide |
| Ally [®] Extra SG herbicide | Classic [®] herbicide | LeadOff [®] herbicide | Trivence [™] herbicide |
| Alluvex [™] herbicide | Enlite [®] herbicide | Panoflex [™] herbicide | Velpar [®] herbicide brands |
| Aproach [®] fungicide brands | Envive [®] herbicide | Pastora [®] herbicide | |
| Asana [®] XL insecticide | Express [®] herbicide | †PrecisionPac [™] Custom Blending Services | |
| Assure [®] II herbicide | Finesse [®] herbicide brands | Prequel [®] herbicide | |

For acre matching rate information on selected products, please contact local DuPont Sales Representative.

†Only offered by participating retailers that provide DuPont[™] PrecisionPac[™] custom blending services

TruChoice[®] Financing

- The TruChoice[®] Opportunity Program enables customers of DuPont, through its subsidiary PHI Financial Services, Inc., to finance their approved DuPont Crop Protection product purchases.
- Subject to credit approval and program requirements.
- Contact your DuPont representative or local retailer for a complete listing of participating products. Non-participating products cannot be financed on this program.
- PHI Financial Services Customer Support: 1-800-248-4030

Terms and Conditions

- Purchase at least **\$10,000** of qualifying DuPont Crop Protection products.
- Purchase and plant at least **300 acres** of Pioneer[®] brand seed in any combination of alfalfa, canola, corn, sorghum, soybean, sunflower, or wheat seed purchases.
- Purchase transactions (cash or credit) reported by your retailer between October 1, 2014 and September 30, 2015 will qualify.
- Invoices received after Dec 1 will be processed as part of the 2016 program.
- Any quantities of qualified products purchased during the offer period, that are subsequently returned to DuPont retailers, are not eligible for the incentives.
- The TruChoice[®] Advantage program is available to growers whose business operations are based in CO, IA, IL, IN, KS, MN, MO (excluding the Bootheel counties of Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Iron, Madison, Mississippi, New Madrid, Oregon, Pemiscot, Perry, Reynolds, Ripley, Scott, Shannon, Ste Genevieve, St Francois, Stoddard, and Wayne), MT, NE, NM (counties of Bernalillo, Cibola, Colfax, Guadalupe, Harding, Los Alamos, McKinley, Mora, Quay, Rio Arriba, San Miguel, Sandoval, Santa Fe, Taos, Torrance, Union, and Valencia), OK (counties of Beaver, Cimarron, Texas), ND, SD, TX (counties of Carson, Dallam, Gray, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Potter, Roberts, Sherman, and Wheeler), WI, and WY.
- Incentive payment is estimated to be paid by December 2015.
- Checks will not be issued for less than \$250.
- Matching acre rebate is calculated off a selected product use rate per acre and a DuPont blended price per product. Program percentages may vary from actual grower product purchase prices.
- DuPont retains the right to modify or cancel the program at any time.

Asana[®] XL, Breakfree[®] and Cinch[®] brands containing atrazine (ATZ), Lannate[®] LV, and Prequel[®] are restricted-use pesticides. DuPont[™] Aproach[®] is not registered for use in all states. Contact your local DuPont sales representative for details and availability. Some products are not available for use in all states. See your local DuPont retailer or representative for details and availability in your state. Always read and follow all label directions and precautions for use when using any pesticide alone or in tank-mix combinations.

The DuPont Oval Logo, DuPont[™], The miracles of science[™], Pioneer[®], TruChoice[®], Abundit[®], Accent[®], Affinity[®], Afforia[™], Agility[®], Ally[®], Alluvex[™], Aproach[®], Asana[®], Assure[®], Basis[®], Breakfree[®], Canopy[®], Cimarron[®], Cinch[®], Classic[®], Enlite[®], Envive[®], Express[®], Finesse[®], FirstShot[®], Glean[®], GR1[™], Harmony[®], Instigate[®], Lannate[®], LeadOff[®], Panoflex[™], Pastora[®], PrecisionPac[™], Prequel[®], Prevathon[®], Realm[®], Resolve[®], Steadfast[®], Steward[®], Synchrony[®], Trivence[™], and Velpar[®] are trademarks or registered trademarks of DuPont or its affiliates.

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