



**PRIDE SEEDS**

September 25, 2007  
For Immediate Release

## **Pride Seeds Announces New Hybrid Launch**

***19 Hybrid Launch Includes New Conventional, YieldGard® Corn Borer,  
Roundup Ready®, Double and Triple Stacked Hybrids***

**Pain Court, ON:** Pride Seeds has announced the launch of 18 new corn hybrids for Canadian corn producers. "As part of our largest new product launch in Pride Seeds history between now and later fall, we are bringing to the market a range of new products to meet the expanding needs of our customers," notes Stephen Denys, Vice President of Sales and Marketing with Pride Seeds. "This launch includes YieldGard® Bt together with Roundup Ready®, double stack (Roundup Ready with YieldGard Corn Borer) and a complete range of new Pride G3 triple stacked hybrids that all feature the new YieldGard VT® Triple second generation rootworm technology.

























"While some of our competitors are launching their first generation rootworm technology, we have moved exclusively toward the launch of second generation rootworm technology that provides more consistent rootworm control along with complete inside out insect protection and with the added benefit of the Roundup Ready crop safety yield advantage."













Denys says Pride is one of the fastest growing seed companies in Canada today. He attributes the growth to not only product performance but also the company's ServiceONE program that provides complete support to customers from planting through harvest. "Whether you buy one bag or 500 bags from Pride, we support our products through the season through ServiceONE which includes our 100% corn replant policy and 48 hour service call program."

"In almost every maturity range, Pride Seeds now offers the best genetics and trait combinations for producers," says Fred Sinclair, Product Development Manager with Pride Seeds. "Also, very importantly, we offer the best refuge hybrids to complement our single and stacked trait hybrids to ensure producers meet their stewardship obligations without sacrificing performance." Sinclair says the company will announce additional new hybrids later this fall including an expanded selection of traited hybrids for the new genetic families featured in this announcement.

*More>>*

## New Pride Corn Hybrids for 2008 Include:

GRAIN HYBRIDS	CHU	FEATURES	TRAIT
<b>A4012</b>	2225	Very early dent hybrid that offers outstanding natural stalk strength and plant intactness through to harvest. Excellent fast drydown characteristics and very good refuge hybrid.	Conventional
<b>A4705HMRR</b>	2475	New Roundup Ready hybrid especially designed for silage and high moisture corn applications. Very high yield combined with excellent stalk strength and slow drydown for a wider harvest window.	
<b>A5022BtRR</b>	2525	Very high yield potential combined with excellent plant health and intactness through to harvest. Features the Roundup Ready <i>crop safety yield advantage</i> .	  
<b>A5365G3</b> PRIDE 	2675	Pride G3 hybrid featuring new YieldGard VT Triple technology. Very high yields with complete inside out insect protection and the Roundup Ready <i>crop safety yield advantage</i> .	 
<b>A6009Bt</b>	2800	Outstanding Bt with high yield potential and good agronomics through the season.	
<b>A6010BtRR</b>	2800	Same family as A6009Bt with added benefit of Roundup Ready <i>crop safety yield advantage</i> .	  
<b>A6094G3</b> PRIDE 	2850	Top performer in maturity tests. Pride G3 hybrid featuring new YieldGard VT Triple technology with the Roundup Ready <i>crop safety yield advantage</i> .	 
<b>A5956RR</b>	2875	Very good Roundup Ready hybrid especially for high energy and top tonnage in silage.	
<b>A6619RR</b>	2950	Outstanding Roundup Ready hybrid that can be used stand alone or as a very good refuge hybrid.	
<b>A6622G3</b> PRIDE 	2975	Pride G3 hybrid featuring new YieldGard VT Triple with very good yield potential, complete inside out insect protection and the Roundup Ready <i>crop safety yield advantage</i> .	 
<b>A6718Bt</b>	2975	Outstanding Bt with maturity leading yield potential and outstanding stalk strength to harvest.	
<b>A7108G3</b> PRIDE 	3050	Pride G3 hybrid with maturity leading yield potential and featuring the new YieldGard VT Triple technology.	  

GRAIN HYBRIDS	CHU	FEATURES	TRAIT
<b>A7131BtRR</b>	3050	High end yield potential together with corn borer protection and the Roundup Ready <i>crop safety yield advantage</i>	  
<b>A7143RR</b>	3100	Outstanding new Roundup Ready hybrid in a new genetic family that offers very high yield potential with good grain quality and stalk strength.	
<b>A7646Bt</b>	3250	Outstanding grain quality and very good yield potential for maturity. Excellent stalk strength.	
<b>A7764G3</b> 	3275	Pride G3 featuring new YieldGard VT Triple technology. Good yield and excellent grain quality.	 
<b>A7866RR</b>	3275	Excellent Roundup Ready hybrid for stand alone or refuge situations. Very good stalk strength.	
<b>A8168G3</b> 	3350	Pride G3 hybrid with top end yield for maturity and featuring new YieldGard VT Triple technology. Complete inside out insect protection and the Roundup Ready <i>crop safety yield advantage</i> . Very good grain quality.	 

For more information contact Fred Sinclair (613) 677-6849 or Stephen Denys at 1-800-265-5280 ext. 216. Also visit [www.prideseed.com](http://www.prideseed.com). Growers of all products bearing the Market Choices mark should talk to their grain handler to confirm the handler's buying position for grain from these products.

Pride Seeds is part of AgReliant Genetics which features one of the largest corn breeding and testing programs in North America. Based in Chatham, Ontario, Pride Seeds is performing everywhere you go through a full range of corn, soybean and forage varieties designed to meet the needs of producers across Canada.

Roundup Ready, Roundup and Roundup Design YieldGard, YieldGard & Design, YieldGard Corn Borer & Design, and YieldGard VT Design are registered trademarks of Monsanto Technology LLC used under license. *Crop Safety Yield Advantage* is a trademark of AgReliant Genetics.

# # #