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**Pioneer Hi-Bred Releases Innovative Winter Oilseed Rape Products for 2011**

*Extensive product offering is the result of strong commitment to innovation and customer needs*

PRAGUE, Czech Republic, June 8, 2011 — Pioneer Hi-Bred, a DuPont business, announced the launch of the industry's most comprehensive line-up of oilseed rape hybrids in Europe, during the 13th International Rapeseed Congress in Prague. The company announced new hybrids and novel technologies for the 2011 winter oilseed rape planting.

"In only our 6<sup>th</sup> year of commercial sales of oilseed rape in Europe, Pioneer has quickly moved into a product leadership position with our novel and diverse range of tall, semi-dwarf and now herbicide tolerant oilseed rape hybrids", stated Jeff Rowe, Regional director, Europe, Pioneer Hi-Bred.

"In only the last two years, Pioneer has registered 17 new hybrids within the European Union and is fortifying research efforts to continue responding to customer and market needs with innovative product offerings for Europe's rapeseed growers", continued Rowe. "The high performance of Pioneer® brand oilseed rape hybrids is due to Pioneer's global commitment to leading innovation for growers through continued research investment in canola and winter oilseed rape," continued Rowe.

Innovations such as Pioneer brand MAXIMUS® semi-dwarf rapeseed hybrids are changing the industry by giving growers more choice, higher yield, higher oil content, and improved overall productivity and profitability at harvest.

"The new MAXIMUS® rapeseed hybrids have demonstrated superior winter hardiness after this year's especially long and challenging winter conditions. Across Europe, Pioneer MAXIMUS® rapeseed hybrids PR45D03 and PR45D05 are proving the agronomic and economic advantages of this new product type" stated Patrick Carruthers, Oilseeds Marketing manager, Europe, Pioneer Hi-Bred.

The commitment of Pioneer to breeding only hybrids has led to exceptionally high yielding conventional tall hybrids for growers. Most recently, Pioneer® hybrid PR46W20 topped the German official recommendation trials, and in the United Kingdom, Pioneer® hybrid PR46W21 is the top performing winter oilseed rape hybrid for gross output on the UK HGCA Recommended List. The HGCA is an independent agency funded through a statutory levy.

For the 2011 and 2012 season, Pioneer will be introducing the industry's first Clearfield® winter oilseed rape hybrids tolerant to Clearfield® herbicides. Pioneer® brand hybrids PT200CL and PX100CL containing Clearfield® technology have been bred using traditional breeding techniques to provide tolerance to Clearfield® oilseed rape herbicides. The result of a long-term joint development program between Pioneer and BASF, Pioneer is the first company to commercialise oilseed rape hybrids with Clearfield® tolerance in both spring and winter oilseed rape. Clearfield® herbicides provide post emergent broad spectrum grass and broadleaf weed control in oilseed rape. The Clearfield® Production System offers farmers increased flexibility in

herbicide application timing along with superior weed control to allow Clearfield® hybrids to achieve their full yield potential.

For more information about the new oilseed rape hybrids released by Pioneer for 2011, please contact your local [Pioneer sales professional](#).

Pioneer Hi-Bred ([www.pioneer.com](http://www.pioneer.com)), a DuPont business headquartered in Des Moines, Iowa, is the world's leading developer and supplier of advanced plant genetics, providing high-quality seeds to farmers in more than 90 countries. Pioneer provides agronomic support and services to help increase farmer productivity and profitability and strives to develop sustainable agricultural systems for people everywhere. Science with Service Delivering Success™.

DuPont ([www.dupont.com](http://www.dupont.com)) is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 90 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

KEY TO NOMENCLATURE:

PT = Tall

PX = Pioneer MAXIMUS® semi-dwarf rapeseed hybrid

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