



Arysta LifeScience

THE NEXT GENERATION OF SMARTBOYS™ IS HERE

2011-2012 EVEREST® 2.0 SmartBoys™ Program

New EVEREST® 2.0 is getting everybody's attention. **Flush after flush™** control of wild oats, green foxtail and other key grassy and broadleaf weeds, combined with advanced safener technology in a new liquid formulation makes EVEREST 2.0 the smart choice for intelligent weed control in spring wheat and durum.

SmartBoys™ makes EVEREST 2.0 a no-brainer. When purchased between December 1, 2011 and January 31, 2012, you'll save \$1200 per SmartBoy. That is up to \$1.50 per acre.

Each SmartBoy is an easy-to-carry box of 10 jugs of EVEREST 2.0 Herbicide. Growers will enjoy the convenience compared to a big shuttle, and the discount available on EVEREST 2.0 SmartBoys.

EVEREST 2.0 SmartBoys General Guidelines:

- 1. Buy an EVEREST 2.0 SmartBoy and save \$1200.**
When a grower purchases an EVEREST 2.0 SmartBoy by January 31, 2012, they will receive a \$1200 discount off the grower purchase price.
- 2. Only purchases of the EVEREST 2.0 SmartBoy qualify for discount.**
All SmartBoys consist of 10 jugs of EVEREST 2.0 Herbicide. Only purchases of EVEREST 2.0 SmartBoys packaging will qualify for SmartBoys savings. Individual purchases of EVEREST 2.0 herbicide do not qualify.
- 3. SmartBoys must be purchased by January 31, 2012.**
SmartBoys must be purchased by the grower between December 1, 2011 and January 31, 2012 for spring delivery. All sales will be considered final.



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2011-12 EVEREST 2.0 SmartBoys Program

Terms & Conditions

In order to participate in the EVEREST 2.0 SmartBoys Program growers must agree to and comply with all of the following Terms & Conditions:

1. **Growers will be eligible to receive \$1200 off the Suggested Retail Price from their retailer.**

Total discount received by growers purchasing an EVEREST 2.0 SmartBoy between December 1, 2011 and January 31, 2012 is \$1200. Only purchases of EVEREST 2.0 SmartBoys packaging during program period will qualify for SmartBoys savings.

2. **No grower returns of EVEREST 2.0 SmartBoys allowed.**

By participating in the EVEREST 2.0 SmartBoys Program, no EVEREST 2.0 SmartBoy returns will be allowed to any authorized EVEREST 2.0 retail location under the Terms & Conditions of this program. If a grower makes a return, that purchase will not be eligible for the EVEREST 2.0 SmartBoys Program.

3. **Discount will only apply to those grower purchases of actual SmartBoys packaging.**

Purchases of individual jugs of EVEREST 2.0 Herbicide do not qualify.

4. **BEST PRICE GUARANTEE with the EVEREST 2.0 SmartBoys Program.**

In the event that Arysta LifeScience North America, LLC reduces the Suggested Retail Price of EVEREST 2.0 SmartBoys during the 2012 growing season (December 1, 2011 – June 30, 2012) from the Initial Suggested Retail Price on December 1, 2011 growers will be eligible for both of:

- a. A price reduction equivalent to the Initial Suggested Retail Price on December 1, 2011 less new Suggested Retail Price
- b. The same SmartBoys discount (as a % off of Initial Suggested Retail Price on December 1, 2011) off of the new Suggested Retail Price.



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5. **Data collection and privacy notice.**

By purchasing on the EVEREST 2.0 SmartBoys Program, the grower consents to the collection, use and disclosure of their private information and transactional sales by Arysta LifeScience North America, LLC. its affiliates and partners. Also, growers who purchase with the EVEREST 2.0 SmartBoys agree to the continued disclosure for all subsequent years unless Arysta LifeScience North America, LLC. receives written notice from the grower stating that they wish to remove his/her contact information from our database.

Arysta LifeScience North America, LLC. is committed to protecting your privacy. If you have any questions about the collection of your personal information, complaints or inquiries, you may contact us at Arysta@agdatacanada.net, by calling (866) 761-9397 or by mail 240 Holiday Inn Drive, Unit Z, Cambridge, ON, N3Z 3X4.

Always read and follow label directions. EVEREST is a registered trademark of Arysta LifeScience North America, LLC. SmartBoys and Flush after flush are trademarks of Arysta LifeScience North America, LLC. Arysta LifeScience and the Arysta LifeScience logo are registered trademarks of Arysta LifeScience Corporation. ©2012 Arysta LifeScience North America, LLC. ESTC-170