

Pioneer Hi-Bred and Burrus Hybrids Enter Marketing and Distribution Agreement

Growers Will Benefit From More Seed Options in the Marketplace

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DES MOINES, Iowa, and ARENZVILLE, Ill., July 31, 2009 – Pioneer Hi-Bred, a DuPont business, and Burrus Hybrids today announced they have entered into a marketing and distribution agreement to bring additional corn and soybean products to growers in the marketplace. Under this agreement, Pioneer and Burrus will collaborate in the distribution of corn and soybean seeds under the Power Plus® Brand.

“This unique arrangement will bring added value to growers in our area. Coupling one of the premier germplasm development programs in the world with the Burrus strengths of quality seed production, predictable testing, and friendly service will deliver superior performance to our customers,” said Tom Burrus, president of Burrus Hybrids. “This opportunity fits exactly with our mission statement.”

“Based on a foundation of Pioneer’s world-class genetics, we are extremely pleased about the benefits of this new business relationship with Burrus Hybrids,” said Frank Ross, Pioneer vice president and regional director, North America. “Together we will bring new choices in technology and genetics for Midwest growers while expanding our marketing footprint.”

Burrus, a family owned, land-based, regional seed company, tests germplasm from many sources to select products specifically adapted to its marketing area. Their focus on light-soils testing as well as high-yield environments helps to identify products that can handle stress, even in a normal year. This agreement does not limit Burrus from using technology or germplasm from any other entity.

As part of the PROaccesssm business strategy, Pioneer has developed customized business agreements with independent seed companies to address specific needs. Pioneer manages the PROaccesssm business strategy relationships separate from its Pioneer brand. Under this strategy, the seed marketed and distributed by companies such as Burrus will be unique and not available from Pioneer sales reps. In turn, Pioneer® brand products are only available from Pioneer sales reps.

Burrus Hybrids was founded in 1935 by brothers Roy and Wilbur Burrus. The company is in its fourth generation of family ownership and produces seed corn and soybeans with distribution in Illinois, Missouri, Indiana and Iowa.

Pioneer Hi-Bred is the world's leading source of customized solutions for farmers, livestock producers, and grain and oilseed processors. With headquarters in Des Moines, Pioneer provides access to advanced plant genetics in nearly 70 countries.

DuPont 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 70 countries, DuPont offers a range of innovative products and services for markets including agriculture and food, building and construction, communications, and transportation.

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