

News Release



Chad Reese joins the BASF Pest Control Solutions team as Product Manager

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ST. LOUIS, MO, January 31, 2012 -- BASF has appointed Chad Reese as Product Manager, **Termidor®** portfolio for its Pest Control Solutions business in North America. Reese will work with research and development to improve existing termite control products and launch new solutions, and provide marketing, sales and communication support for the **Termidor termiticide/insecticide** family of products.

"We were seeking a candidate with significant experience in marketing and management," said Nick Tresslar, Marketing Manager, BASF Pest Control Solutions. "Reese brings more than eight years of knowledge and practice into the field and his fresh insights will be invaluable to the team."

Reese joins BASF from Nestlé Purina PetCare. He joined Nestlé in 2004 and held positions in customer marketing, order and revenue management and accounting. Most recently he worked as an assistant brand manager in marketing. Reese has a bachelor's degree from the University of Missouri, Columbia, MO, and an MBA from Webster University, St. Louis, MO.

For more information about BASF Pest Control Solutions or to find a BASF Sales Specialist in your area, please visit pestcontrol.basf.us.

About the Crop Protection division

With sales of €4.0 billion in 2010, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at www.agro.basf.com or follow us on twitter: www.twitter.com/basfagro

BASF – The Chemical Company

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,400 employees in North America, and had sales of \$17.7 billion in 2010. For more information about BASF's North American operations, visit www.basf.us.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, and agricultural products to oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. Further information on

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