

Press Release

BRANDT Consolidated to Re-launch Saf-T-Side® as TriTek™

SPRINGFIELD, Illinois (October 17, 2011) – After twenty-five years on the market, BRANDT has announced that Saf-T-Side® is getting a new name and look. Beginning in October 2011, Saf-T-Side will be marketed under its new name, TriTek™, which is derived from the product's unique properties and function as a 3-in-1, fungicide-insecticide-miticicide spray oil emulsion.

TriTek will debut in *American Fruit Grower*, *American Vegetable Grower* and *Florida Grower* this fall, in a series of print ads. The rebranding effort also includes new packaging, collateral and direct mail.

For years, Saf-T-Side has had a reputation of providing effective, long-lasting insect and disease control. It is also recommended by leading universities as an essential component of integrated pest management (IPM). "Our number one objective is to let customers and academic researchers know that the name has changed, but the product formulation will remain the same," said Vatren Jurin, BRANDT's Technical Services Manager.

TriTek is OMRI listed and approved for use in organic production. The highly refined, pre-emulsified paraffin oil is manufactured using proprietary BRANDT technologies. The result is a stable, creamy emulsion that evenly coats plants and stays on the leaves longer, with minimal run off.

"With the growth in demand for products that meet organic production standards and no signs of this trend slowing, TriTek is in an excellent position to meet the needs of our customers for years to come," said Bill Engel, Vice President of BRANDT's Specialty Formulations division. "We look forward to seeing growers around the world experience the benefits of TriTek."

About BRANDT

BRANDT was founded in 1953 by Glen Brandt and his sister Evelyn Brandt Thomas to help Illinois farmers adopt new and profitable technologies for their operations. The company has experienced aggressive growth under the leadership of President and CEO Rick Brandt. Innovation, technology and strong customer service are a few of the core beliefs that have made BRANDT a leader in today's agriculture industry. BRANDT's focus is providing the products and services that give the end user the best opportunity for maximum return on their investment by taking control.

BRANDT consists of three operating divisions: Specialty Formulations, Retail Agronomy and Dealer Support.

For more information, visit BRANDT on the web at: www.brandt.co

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