



PRESS RELEASE

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AV-1011 Bird Repellent for Rice Seed Awarded Section 18 Label in Louisiana

NEW CASTLE, Delaware (February 21, 2014) — AV-1011 bird repellent for rice seed, a product of Arkion® Life Sciences, has received Section 18 label approval in Louisiana for its use as a rice seed treatment (Effective February 20, 2014 – June 1, 2014). The Environmental Protection Agency (EPA) approval means that rice growers in Louisiana can protect their seed from blackbirds and grackles.

Applied to rice seed prior to seeding, AV-1011 liquid treatment formulation is scientifically designed to deter birds from eating rice seed before emergence. Birds that ingest AV-1011-treated seeds experience immediate but harmless digestive distress. After sampling the treated seed, birds avoid it and look for other food sources. Anthraquinone (AQ), the active ingredient in AV-1010 is a naturally occurring substance, nontoxic and nonsystemic.

In the past, many rice producers have delayed planting to avoid the risk of newly planted seeds being eaten by birds over-wintering in the south. Bird damage to rice fields causes lower yields and sometimes requires reseeded — both of which are very costly. In addition, applying AV-1011 eliminates the need for growers to physically deter birds through visual or audible scare tactics and allows growers to concentrate on other important duties.

For more information, please visit www.arkionls.com.

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About Arkion® Life Sciences

Arkion® Life Sciences is a technology-based company that discovers, develops, manufactures and markets environmentally friendly, proprietary products and technology. For more information, please visit www.arkionls.com.