

A **red hot** business opportunity
is staring you in the face.



topchoice[®]

Fire ant control.

Get **your** piece of the \$2 billion-a-year fire ant control industry!

Join the many other successful professional service providers who are increasing their profits significantly by providing TopChoice® insecticide, the #1 professional treatment for fire ant control to their customers. **One application once a year is all it takes.**

Get started building your business with the **free** TopChoice Tool Kit we're sending to you soon. Can't wait? Order your TopChoice door hangers, postcards and brochures today by calling:
1-800-577-5163 and selecting option #3.

**Watch your mail for your FREE
TopChoice Tool Kit. It's the easy way
to sell TopChoice insecticide
to your customers!**



topchoice®

Fire ant control.

Bayer Environmental Science, a business group of Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. TopChoice is a registered trademark of Bayer AG. ©2007 Bayer CropScience LP

PRESORTED
STANDARD
U.S. POSTAGE
PAID
BAYER ENVIRONMENTAL
SCIENCE

A **red hot** business opportunity is
staring you in the face.

**The TopChoice[®] Tool Kit
we promised you is inside!**

ABC Lawn Care
123 Any Street
Anytown, PA 12345





Build your business with TopChoice insecticide and remember, you're Backed by Bayer™. We're committed to providing you with the best products and, most responsive support and customer service in the industry.

For more information on TopChoice, visit online: www.topchoicetools.com. To order additional quantities (limit 1,000 per order) of the material included in your TopChoice Tool Kit, please call **1-800-577-5163** and select option #3.



You're heading for bigger profits.

This TopChoice® Tool Kit contains all the promotional tools you'll need to succeed in selling TopChoice insecticide.

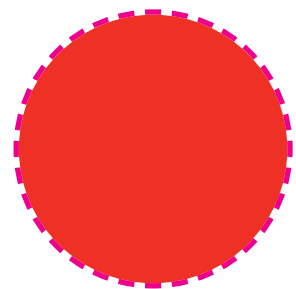


Increase your profits today with TopChoice®.

Your TopChoice® Tool Kit provides everything you need to sell TopChoice insecticide, the #1 professional treatment for fire ant control, to your current customers and attract new customers, too.
Personalize these tools by including your contact information on the back.

The #1
professional
treatment
fire ants can't face

**Year-long protection
with just one application.**



Are you facing
intruders in your
neighborhood...
maybe your
own backyard?

Your TopChoice Tool Kit includes:

Brochures: Use these informative brochures to help close sales with homeowners. You can also mail them out along with invoices and other correspondence.

Door hangers: Open up new business opportunities by leaving these door hangers with current lawn care customers and at surrounding homes.

Postcards: Mail these out to your customers and prospects to inform them about TopChoice and how you can help cure their fire ant problems.

Coupons: Encourage homeowners to request a TopChoice treatment by providing them with this money-saving coupon. It offers a \$15.00 rebate directly from Bayer when the coupon is mailed back along with a receipt for the TopChoice treatment.

Confront fire ants head-on.



 **topchoice**
Fire ant control.

Save **\$15.00** on TopChoice® insecticide,
the #1 professional treatment for fire ant control.

Extinguish fire ants from your property with TopChoice® insecticide. Just one professional treatment is all it takes and you can enjoy one full year of great outdoor living **without** fire ants.

Save **\$15.00** today on your TopChoice application! Here's all you do:

1. Contact your lawn care professional (name and phone number on back) to arrange a treatment.
2. After the professional treatment is completed, fill out the information below and give it to your lawn care professional.
3. Ten dollars will be deducted from your bill.

Name _____

Address _____

City _____ State _____ ZIP _____

Date treatment was applied: _____

Hurry! This offer expires 00/00/07.

 **topchoice**
Fire ant control.

February 00, 2007

Dear Sample A. Sample,

As a professional service provider already offering TopChoice[®] insecticide treatment, you know its benefits. Your customers are delighted their fire ants are under control and you get a healthy boost to your bottom line.

Now the income really gets serious for (Sample Company).

Spring . . . and prime fire ant season . . . is fast approaching, and that can mean incredible new profits for you. And it's so easy with the enclosed TopChoice Tool Kit.

This tool kit includes everything you need to spread the word about TopChoice, the #1 professional fire ant control. Use the promotional material to **increase** your business with existing customers . . . **produce** additional income through referrals . . . **contact** homes surrounding TopChoice treated properties . . . and **boost** your business with new prospects. The possibilities *and* earning potential are endless.

Let the kit's sales tools work for you, then simply sit back and set up the appointments. Here's what is included:

Postcards – mail out to current customers and prospects offering them an effective solution to their fire ant problems plus a \$15.00 savings on a professional TopChoice application

Door Hangers – a great attention-getter you can leave with current customers and their neighbors offering a \$15.00 savings on a professional TopChoice application

Brochures – once you meet with homeowners, this handy brochure can help you close the sale, simply leave it with them or include the brochure with your statement

Coupons – seal the deal by offering a \$15.00 savings to homeowners for a TopChoice application when they return the mail-back coupon and their TopChoice treatment receipt directly to Bayer

Make TopChoice treatments a top priority in your business planning this season. The payoff can be huge.

The fact is this: More than \$2 billion is spent annually by homeowners and business owners on fire ant treatments. Get your bigger slice of the pie today with TopChoice. After all, if you're not offering fire ant control service to all your current customers as well as prospects, your competitors probably are!

Here is one more great reason for promoting TopChoice professional treatments now . . .

FREE 2-pound bottle of Ceasefire[®] or Maxforce[®] Fire Ant Bait for every 100 pounds of TopChoice that you buy.

Bayer fire ant baits can be used around active mounds, providing quicker knockdown of the fire ants. Ceasefire or Maxforce are ideal for hard-to-reach places such as landscape beds, around hardscapes or near bodies of water. The attached reply form explains how to get your free Ceasefire or Maxforce.

over, please

FREE Ceasefire[®] or Maxforce[®] Fire Ant Bait

Promotional Offer: Receive one free 2-pound bottle of Ceasefire or Maxforce for every 100 pounds of TopChoice purchased.
Promotional Period: February 15th - December 31st, 2007

Return this completed form to Bayer Environmental Science with your invoice, or an invoice copy (no hand-written copies will be accepted) showing TopChoice Proof-of-Purchase. Bayer will ship your free bait upon receipt of complete documentation. No shipping to PO Boxes. All coupons and invoices must be received by Bayer no later than 12/31/07 to qualify.

Sample A. Sample
Sample Lawn Care
123 Any Street
Anytown, US 12345-6789

Phone: (_____) _____

E-mail: _____

May we contact you via email with special offers? Yes No

Are you a certified TopChoice Professional? Yes No

Total pounds of TopChoice purchased: _____

I prefer: Ceasefire[®] or Maxforce[®]

Please return in the enclosed postage-paid envelope or fax to 1-302-658-4209.



To order additional quantities (limit 1,000 per order) of any of the promotional material included in your TopChoice Tool Kit, please call **1-800-577-5163 and select option #3**. We also have limited quantities of an informative DVD for homeowners describing all the benefits of using TopChoice so call today to reserve your copies.

For every yard treated against fire ants, many more still remain unprotected. **Help homeowners by offering them TopChoice with guaranteed control for up to one year.** Grab this great business opportunity to maximize your profits and start using your TopChoice Tool Kit today.

Sincerely,



Jennifer Remsberg
Business Manager, Insecticides
Lawn and Landscape Market Lead

P.S. Get a FREE 2-pound bottle of Ceasefire or Maxforce Fire Ant Bait for every 100 pounds of TopChoice you purchase. **Don't delay, this offer expires 12/31/07.**

P.P.S. **Save \$6.00 per bag for a limited time** on the NEW TopChoice® + fertilizer, available at convenient spread rates of 3, 4, or 5 lbs. per 1,000 square feet. Visit BayerProCentral.com for more information on the Focus on Fertilizer Rebate Program. TopChoice + fertilizer is not included in the free Ceasefire or Maxforce offer.



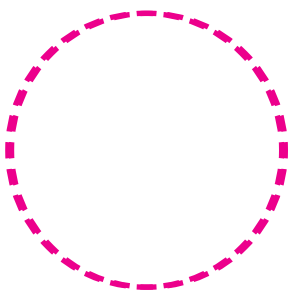
Move your business forward. You're Backed by Bayer™.

Offering you the industry's best products – The leading scientists and experts at Bayer are continually working to develop the most effective products available in the market. And this gives you the competitive edge.

Support services committed to your success – From interactive training to one-on-one consultations on specific turf and ornamental issues, Bayer is dedicated to helping you become more knowledgeable about our products. . . and support you on-site. The more we can assist you, the easier it is to serve your customers and build your business.

Responsive customer service you can always rely on – If you ever have any questions or concerns about our products, talk to one of our customer service representatives directly by calling 1-800-331-2867 or go online: www.BayerProCentral.com.

With Bayer, it's more than products you're purchasing. You're getting a network of professionals focused on your business success.



Are you facing
intruders in your
neighborhood...

maybe your
own backyard?

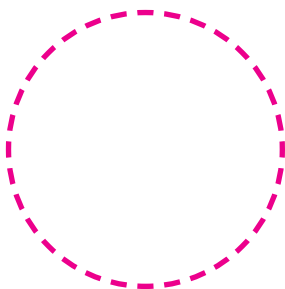
Strike back and save \$15.00

(Details on other side.)



topchoice[®]

Fire ant control.



TopChoice® insecticide
is the **#1 professional** fire ant control.
Enjoy year-long protection
with just **one** treatment.

Contact your local
professional service provider today
to save \$15.00 on a
TopChoice® application.



topchoice™

Fire ant control.

TopChoice is available only through professional application services.

For up to one year of
guaranteed fire ant control,
there's only one choice.



TopChoice®.

**Talk to your
professional service
provider today.**

The **#1**
professional
treatment
fire ants can't face

**Year-long protection
with just one application.**



Bayer Environmental Science, a business group of
Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709.
TopChoice is a registered trademark of Bayer AG. ©2007 Bayer CropScience LP.



topchoice™

Fire ant control.

TopChoice is available only through professional application services.



topchoice®

Fire ant control.

Are you losing the **battle** against fire ants?

As you probably know all-too-well, fire ants are a relentless enemy. They can inflict a painful, very often serious sting and can also damage your home including electrical outlets. Maybe you've tried over-the-counter chemicals or other lawn treatment products to control the fire ants. But they generally only work for a short period of time and don't prevent the fire ants from starting new colonies.

TopChoice® insecticide is a totally new and effective way to control fire ants.

Get serious with TopChoice® insecticide, the **#1 professional** treatment for fire ant control.

TopChoice controls fire ants and equally important, it prevents new colonies from forming for one full year. It's a granular insecticide that binds tightly to the soil. Foraging fire ants are killed by TopChoice but only after they first return to their colonies and spread the insecticide to the queen and other ants. And unlike other treatments, TopChoice continues to work regardless of rain.

One treatment, once a year, is all it takes.

What makes TopChoice so unique is that it only needs to be professionally applied once a year and provides up to one year of control, *guaranteed*. While other treatment products must be continually applied throughout the year, TopChoice safeguards your yard against fire ants . . . in any weather . . . with a single treatment.

A **low** dosage of TopChoice provides powerful protection.

TopChoice is selectively toxic to insects and only an extremely low dose is required. In fact, the same active ingredient is used in the #1 flea and tick treatment for pets. TopChoice also controls secondary pests such as mole crickets for four months and, fleas and ticks for one month while treating for fire ants.

Controls **and** prevents fire ants around your yard.

As a homeowner, you'll appreciate the double punch power of TopChoice. It effectively controls fire ants that may now infest your yard PLUS stops new colonies from becoming established. Create a hostile environment for fire ants, and they'll invade someone else's yard instead.

Reclaim your property. Contact your professional service provider **now**.

It's your property. Isn't it time that you and your family truly enjoyed the outdoors without having to worry about the danger of fire ants? TopChoice is the easy, affordable way to solve the problem, offering you up to one *guaranteed* year of control with just a single application.

**Contact your professional service provider
today and say you want your yard . . . and
life . . . back with TopChoice.**

