Integrated Pest Management Symposium
April 5, 2006
St. Louis, MO
EcoSMART Markets

Retail

Agriculture

Institutional & Industrial
Complete Product Offering

- Insecticides / Miticides
- Herbicides
- Fungicides
- Insect Repellents
EcoSMART’s Economic Drivers

- Equal or Better Performance
- Lower Total Delivered Costs
- Regulatory Advantage
- Unprecedented MARGIN of SAFETY
EcoSMART Case Study

- 500 Acre Field Trial
- Fruit Trees in CA
- Customer: Wilbur-Ellis
- Equal Performance
- Lower Cost Per Acre
- EPA Exempt
- 100% Customer Satisfaction
EcoSMART’s Strategic Plan

- EcoSMART Branded Products
  - Sensitive Markets
  - Competitive Advantage
  - Regulatory Preference

- Strategic Partners
  - Expensive Markets
  - Inaccessible Markets
  - International Markets
Specialty Markets

- **FQPA Concerns**

- **Retail**
  - S.C. Johnson Raid Earth Options
  - Sergeant’s Pet Care
  - Green Light Company

- **Commercial**
  - Terminix Pest Control
  - Orkin Pest Control
  - Clark Pest Control
  - Western Exterminating
Raid Earth Options

- S.C. Johnson –
  - A Family Company
- Botanical Message
- National Launch – 2005
- Television and Ad Support
- Sustainable Business
Sergeant’s Pet Care

SIMPLIFY HER LIFE
Peace of mind and natural solutions.

SERGEANT’S FAMILY OF NATURE’S GUARDIAN™ PRODUCTS:

- Sergeant’s Nature’s Guardian Cat Squeeze-On
- Sergeant’s Nature’s Guardian Dog Squeeze-On, < 15 lbs
- Sergeant’s Nature’s Guardian Dog Squeeze-On, 15 lbs and up
- Sergeant’s Nature’s Guardian Cat Spray, 8 fl oz
- Sergeant’s Nature’s Guardian Cat Powder
Other Partners