

The FMC logo is positioned in the top left corner of the advertisement. It consists of a red plus sign followed by the letters 'FMC' in a bold, red, sans-serif font. The background of the entire advertisement is a photograph of a large, two-story house with a stone chimney and a well-manicured lawn. A spotlight effect is cast over the lawn, highlighting the 'Fame' logo and the text below it.

FameTM

**When your lawn is in the spotlight,
*Fame is for you.***

- Rapid foliar and root uptake with xylem and translaminar movement
- Fast penetration into leaf tissues and rainfast within 15 minutes
- Protection against root and foliar diseases in turf, including Brown Patch, Summer Patch, Pythium blight and other tough turf diseases

GROUP



FUNGICIDE

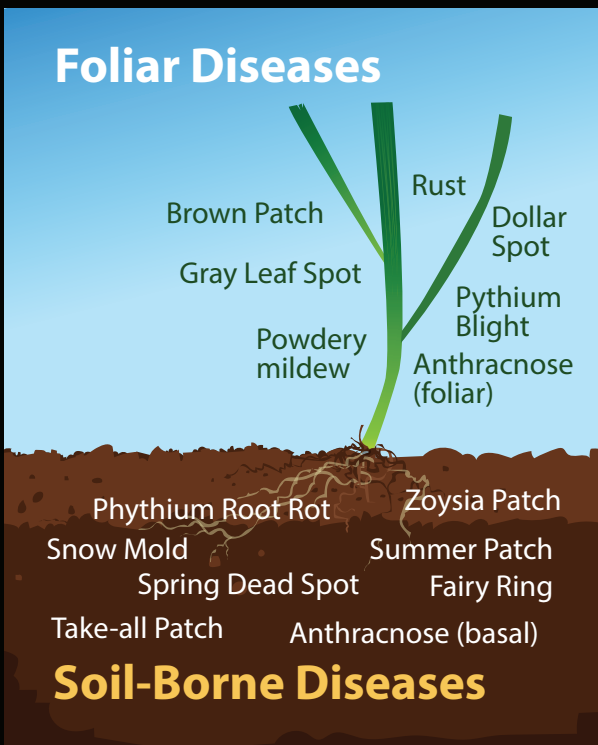
Fluoxastrobin Action is in the Spotlight

Broad Spectrum Disease Control for Lawn Care

- Protection against 25 major lawn diseases including brown patch, summer patch, zoysia patch and Pythium
- Up to 28 days preventative control when used as labeled at high rates¹
- Fluoxastrobin has systemic action through xylem and translaminar movement to deliver thorough, fast-acting disease protection and resist further growth of established fungi

¹ Under severe conditions shorter application intervals are needed for optimum control.

FAME Benefits*



	Fluoxastrobin	Azoxystrobin	Trifloxystrobin
Foliar Uptake	✓	✓	X
Root Uptake	✓	✓	X
Translaminar	✓	✓	low
Rainfastness	15 mins.	4 hr.	1 hr.
Plant Health Claims	✓	✓	✓
Xylem Mobile	✓	✓	X
Granule form. Available	✓	✓	X
Preventative Control	✓	✓	✓
Curative Control	✓	✓	✓
Labeled Dollar Spot Control	✓	X	X
Labeled Pythium Root Rot Control	✓	✓	X
Labeled Pythium Blight Control	✓	✓	X

* Sources:

1) W. Barlett, D. et al. (2001). Understanding the Strobilurion Fungicides. The Royal Society of Chemistry, Pesticide Outlook—August 2001, p143-148.

2) Labels of Compass 50WG, Heritage 50WG and Heritage TL; Collected from manufacturers' website in August, 2015.



- Premium strobilurin protection at a competitive cost per 1,000 sq. ft.
- Available in 16 fl. oz. tip 'n' measure bottle for convenience or 64 fl. oz. jug
- Rate: 0.09-0.36 fl. oz. per 1,000 sq. ft.



- Granular fluoxastrobin formulation for lawn application flexibility
- Economically priced premium Strobilurin disease control
- Quick uptake within the plant ensuring fast-acting disease protection against tough to control diseases
- Rate: 2.3-4.6 lbs. per 1,000 sq. ft.



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