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PRESS RELEASE

FOR IMMEDIATE RELEASE

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AG BIOTECH ANNOUNCES APPROVAL OF MAGNET INSECT ATTRACTANT TECHNOLOGY

Richmond, NSW, 26 February 2009

Ag Biotech Australia Pty Ltd has received Government approval for its new moth attractant, Magnet Insect Attractant Technology. Magnet is a world-first product, developed in Australia, targeting the elusive adult (moth) stage of the destructive *Helicoverpa* caterpillar pest.

The registration of Magnet is the outcome of 10 years of laboratory and field research by Australian scientists from the Cotton Catchment Communities CRC and Ag Biotech. The scientists developed a formulation containing a patented blend of plant volatiles and sugars that mimic flowering, nectar rich plants. The volatiles in Magnet are naturally occurring and used in the food industry. Moths seeking a sugar food source find the Magnet blend highly attractive.

Farmers apply Magnet to less than 2% of their crop in narrow strips. Pest moths are deceived into flying to Magnet treated strips where they feed on the product, which contains sugar and is laced with small quantities of insecticide. Controlling the moth stage results in up to 90% reduction in eggs laid. The subsequent reduction in caterpillar numbers means less damage to crops and greatly reduces the need for farmers to spray broad-acre foliar insecticides.

Magnet is registered in cotton, beans and sweet corn to control moths of *Helicoverpa* (heliopsis), Australia's most serious insect pest. Heliothis caterpillars destroy \$200 million worth of grains, fibre, fruit and vegetables every year. The registration of Magnet means that farmers battling heliothis will have a valuable new tool to help reduce crop damage and lower control costs.

More information on Magnet is available from the Ag Biotech website (www.agbiotech.com.au). Ag Biotech is an Australian company and a leading provider of innovative integrated pest management solutions to Australian farmers. It is privately owned by farmers and scientists with a focus on reliable, high quality biological solutions. For further information contact Anthony Hawes on 0425 232 052.

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