



For Immediate Release

For More Information, Contact:  
Ted Ramirez 949-260-1212

**New WISDOM™ GC Granular Insecticide Available for Turf and Ornamentals**

NEWPORT BEACH, CA (May 6, 2004) – AMVAC Chemical Corporation, a subsidiary of American Vanguard, announces the registration of WISDOM™ GC Granular insecticide to control a broad spectrum of damaging soil insect pests on lawns in landscaped areas and perimeters around residential, institutional, public, commercial and industrial buildings. Included in this registration are applications in parks, recreational areas, golf courses, sod farms and athletic fields. The active ingredient in WISDOM GC Granular is bifenthrin, a highly effective pyrethroid insecticide that has been used for several years to control insects such as ants (including imported fire ants), chinch bugs, mole crickets and other insect pests commonly found in turf grass and ornamentals.

Ted Ramirez, Director of Marketing, states that the registration and impending sales introduction of WISDOM GC Granular in the turf and ornamental markets provides another highly effective, competitively priced tool for Turf, Ornamental and Pest Control Operators to use in their insect management programs. “WISDOM GC Granular offers the application flexibility, broad spectrum and long residual insect control desirable in turf grass and ornamental areas. Plus, it has a low active ingredient use rate, and favorable environmental and applicator safety characteristics that make it a good fit in today’s application programs.”

AMVAC produces bifenthrin technical at its plant in Axis, Alabama. Domestic production of WISDOM GC Granular allows the company to better manage production, distribution and costs, resulting in more consistent product availability and at a very competitive cost to its customers, notes Mr. Ramirez. He adds that adequate supplies of WISDOM GC Granular will be available for the 2004-use season.



WISDOM GC Granular Insecticide application rates range from 1.15 lbs per 1,000 ft<sup>2</sup> to 4.6 lbs per 1000 ft<sup>2</sup> of formulated product, depending on pests to be controlled, application method and timing. It can be used around private homes, apartment buildings, condominiums, non-agricultural outbuildings, non-commercial greenhouses, pre-schools or day care facilities. It may also be used around institutional, public, commercial or industrial buildings; golf courses, sod farms, parks, recreational areas or athletic fields

Like all pyrethroids, WISDOM GC Granular is a Restricted Use pesticide

Founded in 1969, AMVAC Chemical Corporation manufactures and markets a wide range of agricultural and specialty products, focusing on crop protection and management, turf and ornamental management and public health. The company's basic strategy is to co-register generic chemistries and acquire brand name, niche product lines from multi-national companies that divest mature products to focus on newly discovered molecules. To learn more about AMVAC, visit the company's Web site at [www.amvac-chemical.com](http://www.amvac-chemical.com).

###

WISDOM<sup>TM</sup> is a trademark of AMVAC Chemical Corporation. Always read and follow all label directions and use precautions.