

INTIMIDATORTM

Put the brakes on weeds

AUDIO CUES	AUDIO (masculine, confident & informative)
(Instrumental music bed up and under subtly, using generic country sound)	"If you plant soybeans this year, you'll want to know about <u>Intimidator</u> pre-emergent herbicide . . . because only Intimidator puts a three-way stop on weeds -- before they start."
(Continue subtle music bed)	"Intimidator combines three powerful modes of action to control over 50 annual weeds. Intimidator also gives you better resistance management, plus the flexibility of applying it pre-plant or with your burndown program -- saving you time this spring."
(Music crescendos appropriately) (Music up and out.)	"Ask your Nutrien Ag Solutions dealer about Intimidator herbicide. And put the brakes on weeds."

Timing is everything

AUDIO CUES	AUDIO (masculine, confident and conversational)
(Instrumental music bed up and under subtly, using generic upbeat country sound)	"Some people say timing is everything, and while success takes more than that, timing sure helps with weed control in soybeans."
(Continue subtle music bed. Music crescendos appropriately throughout.)	"That's why you'll want Intimidator, the only pre-emerge soybean herbicide that combines three powerful modes of action for better weed control."
(Continue subtle music bed. Music crescendos appropriately throughout.)	"Intimidator also gives you the convenience of early pre-plant application and the flexibility for tank-mixing with your burndown treatment. Intimidator even helps you manage resistance."
Score adds sense of urgency.) (Music up and out.)	"Ask your Nutrien Ag Solutions dealer about Intimidator, and stop weeds fast."