



NEWS RELEASE

FOR IMMEDIATE RELEASE

Ten More States Grant Registrations For Fine Americas' New Kudos[®] PGR

Walnut Creek, Calif., -- Fine Americas, Inc., a leading manufacturer and marketer of plant growth regulators for the fruit industry, today announced that 10 more states have granted registrations for its new Kudos[®] plant growth regulator. Kudos now is registered in most states, with the most recent registrations in Colorado, Illinois, Indiana, Massachusetts, Michigan, New Hampshire, New Jersey, North Carolina, Oregon and Rhode Island.

Featuring the active ingredient prohexadione-calcium, Kudos is approved for use on apples, sweet cherries, grass grown for seed and peanuts. In apples and sweet cherries, Kudos reduces vegetative shoot growth and lessens the need for summer and/or dormant season pruning. In addition, it improves fruit color in red and bi-color apple varieties by allowing for better light penetration into the tree canopy. Kudos also reduces the incidence and severity of fire blight on new shoots.

In grass grown for seed, Kudos shortens internode length, resulting in reduced risk of lodging, improved pollination, increased seed set and higher yields. Kudos also shortens internode length in peanuts, leading to better harvest efficiency.

(more)

Kudos is the latest in Fine Americas' growing portfolio of plant growth regulators for agricultural crops, including Blush[®], Exilis Plus[®], Falgro[®], Motivate[®], Novagib[®] and Perlan[®]. For more information about these products and an updated list of state registrations for Kudos, please visit the company's website at www.fine-americas.com.

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About Fine Americas, Inc.

Fine Americas, Inc. is a wholly owned subsidiary of Fine Holdings Ltd., Worcester, UK. Founded in 1983, Fine focuses on the development and marketing of plant growth regulators for fruit and ornamental crops. Fine is certified to ISO 9001:2008. We continually strive to improve plant growth regulator technology to meet the exacting demands of today's quality-conscious growers. For more information about Fine Americas, please visit www.fine-americas.com.

Blush[®], Exilis Plus[®], Falgro[®], Kudos[®], Motivate[®], Novagib[®] and Perlan[®] are registered trademarks of Fine Agrochemicals, Ltd.

About Engle Creative Solutions, LLC

Headquartered in Columbia, MO, Engle Creative Solutions is a full-service marketing communications company specializing in agribusiness, financial services and health care accounts. Engle Creative Solutions is committed to helping its clients "stand out in a crowded world" through sound strategy coupled with flawless creative execution. To learn more about Engle Creative Solutions, go to www.engle-creative.com.

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