

George Lucas Of Lucas Greenhouses Wins Greenhouse Grower Magazine's Grower Of The Year Award Sponsored By BASF Turf & Ornamentals



COLUMBUS, OH, July 14, 2009 – BASF Turf & Ornamentals and Greenhouse Grower magazine have recognized George Lucas, owner of Lucas Greenhouses in Monroeville, New Jersey, as Grower of the Year. Lucas received the award at the Evening of Excellence reception during the Ohio Florists Association (OFA) Short Course in Columbus, Ohio.

The award, in its 25th year, recognizes progressive growers nominated by their peers who embrace technology and modern production practices, market innovatively, deliver strong customer service and demonstrate industry leadership. A judging committee narrowed the field down to four finalists, including Lucas, Hank Bukowski of Kube-Pak Corporation, Art and Abe Van Wingerden of Metrolina Greenhouse and the Pinkus family of Nortex Wholesale Nursery.

"Nominated growers at operations of all sizes, from a few acres to more than 100 acres, illustrated industry innovation," said Steve Larson, BASF Turf & Ornamentals National Ornamentals Account Manager. "Innovation drives BASF to be the best, and we are proud to recognize others that strive to be the best of the best, especially this year's winner, George Lucas."

George and Louise Lucas created Lucas Greenhouses 30 years ago and it now serves garden centers within a 150-mile radius. With a team of more than 75 talented individuals, the operation produces and ships more than 200,000 hanging baskets and 100,000 bedding plant flats. Committed to researching new technologies and growing methods, the operation has become grower of choice for young plants as well as a rooting station for leading companies.

For more information about BASF Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us.

About the Crop Protection division

With sales of € 3.4 billion in 2008, BASF's Crop Protection division is a leader in crop protection and a strong partner to the farming industry providing well-established and innovative fungicides, insecticides and herbicides. Farmers use these products and services to improve crop yields and crop quality. Other uses include public health, structural/urban pest control, turf and ornamental plants, vegetation management, and forestry. BASF aims to turn knowledge rapidly into market success. The vision of BASF's Crop Protection division is to be the world's leading innovator, optimizing agricultural production, improving nutrition, and thus enhancing the quality of life for a growing world population. Further information can be found on the web at www.agro.basf.com.

BASF - The Chemical Company. We don't make a lot of the products you buy. We make a lot of the products you buy better.®

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 15,000 employees in North America, and had sales of approximately \$17.5 billion in 2008. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit www.basf.com/usa.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals, as well as oil and gas. As a reliable partner, BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF has approximately 97,000 employees and posted sales of more than €62 billion in 2008. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

Always Read and Follow Label Directions.

© 2009 BASF Corporation. All Rights Reserved.