



FOR IMMEDIATE RELEASE

January 14, 2011

Cheminova Announces North American Organizational Changes

Research Triangle Park, NC – Cheminova has implemented several organizational changes, effective January 1, 2011.

The ANZAC Region has been changed to the North America Region, consisting of Cheminova, Inc. and Cheminova Canada, Inc. The operations in Australia and New Zealand are now part of the International Region. This structural change will allow Cheminova to dedicate its focus on the critical US and Canadian markets and to continue to grow its business in these markets.

Martin Petersen, former Regional President will move to Germany and assume responsibility for overseeing several Cheminova European subsidiaries. In his new role, Martin will help guide the continued successful development of the European Region.

Assuming responsibility for management of the new North America Region will be the executive management team of Rico Toft Christensen and Diane Allemang. Rico has been with Cheminova for 14 years in a variety of commercial roles, including Brazil Country Manager and, most recently, as Vice President, Global Portfolio Management in Denmark. Diane has been with Cheminova for 10 years and serves as Vice President, Global Regulatory Affairs and as Vice President, Regional Regulatory Affairs. Rico (CEO) will focus on sales, finance and operations and Diane (Executive Vice President) will focus on marketing, development and regulatory affairs. Diane will also retain her global regulatory responsibilities.

Rico and Diane's complementary skills and experiences will make for an excellent leadership team.

Rico may be reached at rico.christensen@cheminova.com. Diane may be reached at diane.allemang@cheminova.com

Cheminova, Inc., headquartered in Research Triangle Park, NC, and Cheminova Canada Inc., headquartered in Kilworth, Ontario, Canada, are subsidiaries of Cheminova A/S, a global leader in the production, development and sale of crop protection products.

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