



## NEWS RELEASE

### UPI LAUNCHES NEW AVATAR PLX INSECTICIDE AT THE 2016 GOLF INDUSTRY SHOW.

**KING OF PRUSSIA, PA, USA** – February 16, 2016 – UPI announces the launch of its newest product for the U.S. turf and ornamental industry – Avatar® PLX insecticide. Avatar PLX is a unique combination of two active ingredients – imidacloprid and acephate – in a user-friendly dry formulation.

“Avatar PLX has demonstrated efficacy on golf courses against Annual Bluegrass Weevils (*Listronotus anthracinus*), both larvae and adults,” says Mike Bandy, product manager for T&O products for UPI. As an excellent alternative to synthetic pyrethroids, Avatar PLX provides a resistance management advantage. When timed properly, Avatar PLX will also provide grub control and protection against many other insects that can damage turf such as sod webworms, cutworms, and mole crickets. Avatar PLX can also be used on sod farms and a variety of commercial and landscape ornamental applications.

Avatar PLX is now registered in 47 states (including New York) and will be available for shipment in March, 2016.

#### About UPI

UPI (United Phosphorus, Inc.) is the North American subsidiary of UPL Limited, a leading global crop protection and seed producing company servicing customers in over 123 countries. Headquartered in Mumbai, India, UPL is dedicated to world-class manufacturing through progressive backward and forward integration of industry leading molecules. Our mission is to provide growers high quality products that help improve productivity. For more information about UPL and its subsidiaries, please visit [www.upi-usa.com](http://www.upi-usa.com) or [www.uplonline.com](http://www.uplonline.com).

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