



2017 Echelon® Herbicide Performance Assurance Program for Transition Zone Turf

Echelon® herbicide will change the way you look at your spring pre-emergence herbicide program. Echelon provides residual crabgrass control you and your customers require in the Transitional Zone. It will also provide control of yellow nutsedge and green kyllinga with the same application. In fact, Echelon is the only pre-emergence herbicide on the market that provides:

- Residual **pre-emergence** control of **crabgrass**
- **Pre-emergence** control of sedges, like **yellow nutsedge & green kyllinga**

The Performance Assurance Program For Transitional Zone Turf:

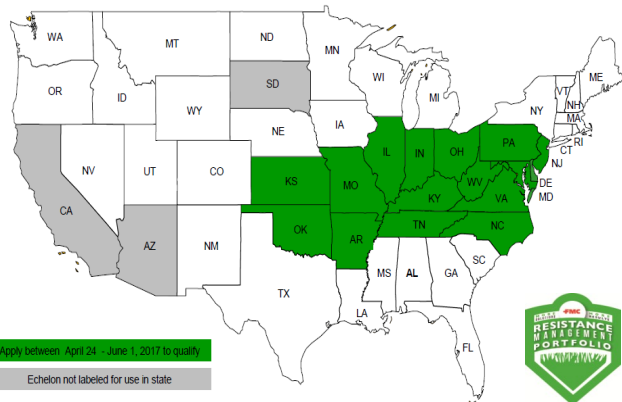
Echelon, applied according to the label directions for pre-emergence applications, will provide at least 100 days of pre-emergence control¹ of crabgrass⁴, yellow nutsedge and green kyllinga control. If it does not, FMC will provide the appropriate product to control remaining weeds identified above at no

Echelon® 4SC and Echelon on Fertilizer Use Rates

Product	%	Active Ingredient Applied Per Acre	Lbs Fertilizer Applied		Fluid ounces of Echelon® 4SC applied		Application Method
			Per Acre	Per 1,000 ft ²	Per Acre	Per 1,000 ft ²	
Echelon 4SC	40.90%	0.750 lbs a.i.	-	-	24 fl oz	0.551 fl oz	Single Application
	40.90%	0.750 lbs a.i.	-	-	12 fl oz followed by 8 fl oz	0.375 fl oz followed by 0.275 fl oz	Split Applications 30-45 DAIT

Additional Information for Transition Zone Turf

1. Control defined as at least 90% control for at least 100 days from the initial Echelon application. **Goosegrass is not included in this Performance Assurance Program.** Percent control is at the discretion of the FMC representative(s) investigating performance claims.
2. Performance Assurance Program applies to Bermudagrass, Buffalograss, Tall Fescue, Kentucky Bluegrass, Perennial ryegrass and Zoysia turf types located in the Transitional Zone. Echelon is labeled for use on other turf types, including Creeping Bentgrass, Fine Fescue, Carpetgrass, Centipedegrass, Kikuyugrass and Seashore Paspalum, however the Performance Assurance Program does not apply to these turf types.
3. Initial applications for pre-emergence control should be made no earlier than April 24th and no later than June 1, 2017. Consult with your FMC Market Specialist on proper timing of applications.
4. Crabgrass control is limited to labeled types of crabgrass, including large & smooth varieties.
5. Qualifying customers include golf course superintendents, lawn care operators, and sports turf managers.



2017 Echelon® Herbicide Performance Assurance Program Additional Information

What if a breakthrough occurs in Transitional Zone Turf?

Should a crabgrass, yellow nutsedge or green kyllinga breakthrough occur on more than 10% of the treated area on or before 100 days after the initial Echelon application, file a 2017 Performance Assurance Program claim by contacting your local FMC representative or call FMC at 1-800-321-1FMC (Option 3). **Claims must be filed on or before the 100 DAIT³ date. Any claims filed after this date do not qualify.** Claimant agrees to accept Dismiss® turf herbicide, or Solitare® herbicide (based on weed(s) present and labeled turf types) as full and complete payment. No payment will be made for time and/or labor associated with these applications.

Your local FMC representative will conduct a site inspection and complete the appropriate claim documentation to verify application according to label directions, product purchased during the designated program period, and that the breakthrough occurred. If samples of the treated turf indicate DNA-resistance through independent third-party verification, the Performance Assurance is null and void. If all Performance Assurance Program requirements are met, FMC representative will authorize customer to receive Dismiss®, Dismiss South, or Solitare® as appropriate and at no charge to treat the breakthrough. Free goods will be in sufficient quantity to treat the area where weed breakthroughs occurred in the Echelon treated area according to labeled use rates. Any areas not previously treated with Echelon or in excess of the acres that can be treated by the volume committed and purchased under the designated marketing program are not eligible in the free goods offering.

Qualifying Acre Calculation:

Echelon volume purchased X minimum Performance Assurance Program use rate/acre = total acres treated. Maximum product reimbursement = total acres treated with Echelon X Dismiss, Dismiss South or Solitare appropriate use rates per labeled turf types to control crabgrass, goosegrass, yellow nutsedge or green kyllinga. See product labels for specific use directions.



2017 Echelon Herbicide Performance Assurance Program Requirements:

1. 4 gallon (1 case) minimum purchase required. Invoices are required to verify purchases of Echelon herbicide. FMC will verify actual product purchases through collaboration with FMC Agents/ Distributors based on invoices and/or Electronic Data Interchange (EDI). Invoice summary reports will be accepted if they clearly detail purchase date, retailer invoice number, product description, quantity, unit of measure and names of both purchaser and selling organization.
2. FMC Corporation reserves the right to verify all claims under this program. In matters of discrepancy, including but not limited to, customer participation in broker sales of FMC products; FMC reserves the right of final decision. Customer will be required to forfeit any product replacement previously provided to it and will not qualify for any future program considerations which may otherwise be due to it should FMC not be permitted to verify customer's claim.
3. Performance claims will be paid only to those customers that have fully qualified and met eligibility requirements for the Echelon Herbicide Performance Assurance Program. All accounts must be current in order to file a claim. FMC reserves the right to withhold any pending performance claim benefits and/or bill for the return of previously provided replacement product to any distributor, dealer, or end-user who fails to reach program requirements if product is returned.