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J. Oliver Products Opens New Company Headquarters, Announces New High Quality Generic Products

HERNANDO, MS, May 4, 2007 - J. Oliver Products opens its new company headquarters in Hernando, and announces a number of new high quality generic products. "We're excited about our new company facilities that will allow us to expand our personnel and ability to better serve our customers and farmers," says company owner James Oliver. "We have more than ten years of experience in the generic business, and after our new company began operations in March, 2006, we quickly recognized the need to expand our facilities."

Instead of being owned by a large corporation, J. Oliver Products is an independent company—like the growers that it serves. "Companies like ours bring competition to the major corporations and lower the cost for farmers," Oliver says. "The cost of production—including the price of seed, technology fees, diesel fuel and fertilizer—is skyrocketing. One of the few cost relief items available to growers is off-patent products, which bring competition to the marketplace and help lower farmers' cost.

"We're one of the few privately-held chemical companies. Most corporations are less responsive to farmers' needs than an independent like us. What's right for the farmer is right for us—we're lean and can pass along our savings to growers."

From its Hernando, Mississippi, headquarters, J. Oliver Products makes products available all over the United States and uses active ingredients from the U.S., India, China and Europe. "All of our products are regulated by the Environmental Protection Agency," Oliver says. "They are all registered and certified to be equivalent to the products of origin."

New Generic Products.

The company is registering the following products with the EPA:

Lambda cyalothrin insecticide for crops including cotton, rice and soybeans.

Imidicloprid insecticide for cotton, tobacco, vegetables and fruit trees.

Tebuconazole fungicide for peanuts and cereal grains.

Ethephon plant growth regulator for cotton and tobacco.

Mepiquat chloride plant growth regulator for cotton.

And thiadizuron defoliant for cotton.

These products join an extensive product line, including Oracle® (4-pound dicamba), Cyper AG Gold (cypermethrin), Bifen 2 AG Gold (bifenthrin), Acephate 90 WSP, Permethrin 3.2 AG, Mighty Met 60 DF (metsulfuron methyl), Pilot® 4E (4-pound chlorpyrifos), Pilot® 15G (15% chlorpyrifos granules), Stratos® (dicamba + atrazine) and Weed King® (dicamba + 2,4-D).

"Our products are available at an ag retail location near you," Oliver adds.

"Please call our office at 662.429.7621 and we'll direct you to an ag retail outlet offering our products."

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