



Jardine Distribution, Inc.

Jardine Distribution, Inc.

Jardine Distribution Building
222 Sen. Gil J. Puyat Avenue
Makati City 1230
Philippines
Tel (632) 843 6011 Fax (632) 817 9461
www.jardinedistribution.com

March 23, 2010

To : Business Editor

Press Release
For immediate release

JDI LAUNCHES KLERAT



“Police lines cordoned off the area where the victims were found. All 9 were confirmed killed by a single shot. Investigators are still probing the incident as of press time. Please attend the briefing where you will be updated on this latest incident at JDI.”

This was the news flash that greeted the Jardine Distribution, Inc. staff last March 2, 2010 at the JDI Training Room. There was no cause for worry though because the announcement was just a teaser to drum up interest in the very first product to be launched under the Jardine Home Pest Solutions.

Klerat, a rat and mouse killer from Syngenta, was introduced through a staff briefing at the JDI Training Room. The briefing was aimed at developing staff understanding of the features and benefits of this latest product.



Jardine Distribution, Inc.

Klerat is positioned to be known as the best single feed rodenticide in the Philippine household pesticides market. Unlike other rodenticides that are currently available in the market, a single feeding of Klerat is guaranteed to exterminate the pesky rat or mouse. Because it only takes a single feeding, this makes Klerat a less hazardous and more economical option for homeowners.

“Contrary to common knowledge, rats and mice are different species of rodents that require different types of controls. The market leading brand is only able to eliminate rats and has limited action towards mice. This competitive advantage of Klerat over the leading brand will be its unique selling proposition”, says Peachy Tiu, Klerat Product Manager.

Klerat comes in two variants- Klerat Pellet which is best recommended for indoor use and Klerat Wax Blocks recommended for outdoor use.



The launching of Klerat marks another milestone for JDI as Klerat is the first product to be launched under the new Jardine Home Pest Solutions category. This effort is in line with JDI's direction to grow the non-agri side of the business by acquiring new products with high market potential. Other products in line are roach and ant baits, mosquito insecticide, and Solignum Aerosol, among others.

The Jardine Home Pest Solutions category will open a wider opportunity for JDI as the products will be available to the consumer through supermarkets, Do-It-Yourself (DIY) chains, and soon in convenience stores.



Jardine Distribution, Inc.

For further information, please contact:

Jardine Distribution, Inc.
Edwin H. Hernandez

(632) 843-6011

This and other Group announcements can be accessed through the Internet at
www.jardinedistribution.com