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## EXHIBIT 11

V-Fluence documents with beginning Bates numbers  
SYN4497825, SYN04569688, SYN04577415, SYN04589827,  
SYN04586059, SYN00718801, SYN00754406, SYN00871235,  
and SYN01024729

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## v-Fluence Media and Risk Communications Training List of Attendees

**Alex Avery**  
Director of Research and Education  
Hudson Institute's Center for Global Food Issues  
[aavery@rica.net](mailto:aavery@rica.net)  
540-337-6354

**Gregory Conko**  
Director of Food Safety Policy  
Competitive Enterprise Institute  
[conko@cei.org](mailto:conko@cei.org)  
202-331-1010

**John Carlisle**  
Editor of *Organization Trends* and *Foundation Watch*  
Capital Research Center  
[jcarlisle@capitalresearch.org](mailto:jcarlisle@capitalresearch.org)  
(202) 483-6900

**Grady Forrer**  
Consultant  
Former Director of Consumer Affairs, United States Department of Agriculture  
202-778-2340

**Steve Milloy**  
Publisher of [junkscience.com](http://junkscience.com), CATO scholar, president of Citizens for the Integrity of  
Science.  
[milloy@cais.com](mailto:milloy@cais.com)  
301-258-9320

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Sherry,

We've had several strategy discussions here at v-Fluence, and have developed a program of proactive and responsive tactics that we believe represent our best approach at mitigating negative fallout from the expected New York Times article on atrazine.

Our objectives will be the following: to respond to the content of the article in spaces where it is most visible and influential; as well as to dilute the resultant negative environment around atrazine by amplifying supportive content that does not respond to the article. In this way, we maximize our chances that when atrazine and related terms are searched, any negative results can be balanced with supportive content.

This is what we propose:

## Proactive (starting as soon as possible):

- Start cultivating a positive environment around atrazine by releasing direct and third-party commentary and fact sheets that articulate its uses, benefits and safety. We suggest distributing two Web wire releases daily, as well as initiating a pay-per-click campaign and reaching out to supportive third parties (ACSH and their allies who can respond to the benefits, usage and safety of atrazine while not commenting on the lawsuit or article in particular).
  - We recommend starting this process immediately to generate the content and necessary approvals to be ready to act now and quickly once the article posts.
- Utilize multiple online distribution services in order to maximize visibility.
  - The NY Times piece will likely be found within Google News and likely other highly visible new services. Our tactic is to work to ensure balanced and supportive content is found prominently within these spaces.
- Create an Atrazine Facts Twitter account for updates.

## Responsive (immediately after article is posted):

- Place pay-per-click advertisement on NYT.com with a link to a page responding to the article.
  - We recommend starting this process immediately so we are ready to place upon posting.
  - This could cost from \$1000 to \$5,000 for one week. (banner ads are more expensive, but would be effective in this scenario)
- Pay-per-click ads in other influential and visible spaces.
  - We recommend budgeting this at \$500 per month.
- Generate new third-party content and work to optimize and syndicate that content when possible (with prearranged agreements with Corn Growers, ACSH, others).
- Target response content specifically to those spaces where the attack claims are visible and influential.
- Encourage commenting opportunities on the NYTimes.com story. Direct comments from Syngenta, ACSH and anyone else we can get to post. It would be extremely beneficial to get the first several comments.

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**From:** Goldsmith Steven USGR  
**Sent:** Friday, February 26, 2010 2:01 PM  
**To:** Ford Sherry USGR  
**Subject:** FW: Atrazine Tactics - Related to Hayes Research Publication

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**From:** Randy Krotz [mailto:randy.krotz@v-fluence.com]  
**Sent:** Friday, February 26, 2010 2:53 PM  
**To:** Goldsmith Steven USGR  
**Cc:** Chris Clark; Susan Luke  
**Subject:** Atrazine Tactics - Related to Hayes Research Publication

Steve,

Based on our phone call, I have pulled together the following:

The first two pieces below are Pay Per Click ads we recommend and are preparing related to the search terms listed:

- o "Tyrone Hayes"
- o "atrazine frogs"
- o "frog feminization"
- o "amphibian Atrazine"
- o "amphibian hayes"
- o "amphibian feminization"

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"Freaky Frog Science from Tyrone Hayes"  
Fox News examines Atrazine research.  
<http://www.foxnews.com/story/0,2933,69497,00.html>

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"Frog Research Claims Flawed"  
Center for Global Food Issues scientists critique ongoing Hayes Atrazine claims.  
<http://www.cgfi.org/2002/10/30/frog-sex-change-claims-flawed/>

We would like to alter the banner ad that ran in the NY Times last fall slightly in order to include the term "evaluating."  
We have initiated contact with USA Today with out any detail to simply inquire on timing and other necessary details.

Banner ad....

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Evaluating Atrazine  
50 Years...

We may see the activist flood news and social spaces with "gender bending chemicals" castrating and feminizing risks...

We really need a web wire release to go out Sunday night, Monday morning, Monday afternoon, Monday evening and Tuesday morning and Tuesday afternoon. It would be powerful to get a third party release. Alex Avery might be a good choice for this based on some previous online content. It can be the same content, we would just push it out to various online services each time.

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Brainstorming along the lines of:

"Atrazine Research Evaluated"

The following links include summaries of a long history of flawed and potentially misleading research by activist academic attacking weed killer Atrazine, which has an extensive history of safe use...

- Series of bullets / excerpts with links to piece like those above

Followed by and intro w/

- Series of bullets/ excerpts with links to Atrazine demonstrated safety studies

Potential tactics in detail:

- Update the atrazine.com amphibian page with more supportive content - [http://www.atrazine.com/Amphibians/atrazine\\_amphibians.aspx](http://www.atrazine.com/Amphibians/atrazine_amphibians.aspx)
- Leverage existing supportive content
  - <http://www.cgfi.org/2002/10/30/frog-sex-change-claims-flawed/>
  - <http://www.cgfi.org/2005/12/31/rachel-carson-syndrome-jumping-to-pesticide-conclusions-in-the-global-frog-crisis/>
  - Consider having Alex Avery "updating" existing research and review the new research
- Use our Language Analysis to run PPC ads on Hayes, frog related atrazine terms.
- Issue series on web wire releases after the Hayes story hits, drown it out, offer to issue releases for supportive third parties
- Article directory submissions, social bookmarking
- Updates to atrazine news blog, other supportive sites including Twitter and Facebook pages
- Supportive content/talking points e-mail to supportive third parties
- Recruit farmers/groups to comment on visible stories/posts with counter points and links to supportive content
  - Get farmers on video at the Commodity Classic regarding the value of atrazine. Use an iPhone or
- Video response (farmer/KS/NCGA?) to the Hayes study for uploading into YouTube
- Appropriate images to optimize with Hayes/frog keywords
- Banner advertising on major publications running the Hayes research

We should probably speak on the phone to review.

Thank you,

Randy

Randy P. Krotz, Senior Vice President  
**v-Fluence Interactive**  
*-- It starts online!*  
[www.v-Fluence.com](http://www.v-Fluence.com)

Toll Free: 877-835-8362 ext. 2035  
Direct: 314-880-8002  
Mobile 314-378-9675  
AOL IM: VFRKrotz  
LinkedIn: <http://www.linkedin.com/in/randykrotz>

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Fax 877-566-4848

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Corporate Headquarters: 4579 Laclede Ave #275, St. Louis, Missouri 63108 ♦ Administrative Offices: 7770 Regents Road, #113-576, San Diego, CA 92122.

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**Duvall Sherry USGR**

**From:** Jay Byrne [jay.byrne@V-FLUENCE.com]  
**Sent:** Monday, July 08, 2002 12:22 PM  
**To:** Duvall Sherry USGR  
**Cc:** Cheryl Byrne  
**Subject:** Heads Up: full release and study -- "Thalidomide reference will lead the news..."  
**Importance:** High

Note the press release below references that this issue is similar to Thalidomide... and we can expect that will be the headline and sound bite picked up in the ensuing media coverage. The advanced copy of the full research article is attached.

While the claims and use of such language is outrageous, we recommend that Syngenta use third-party groups and experts to respond to the "alarmist, unscientific and misleading" nature of such claims and language... Direct comments to that effect from Syngenta (industry) will only reinforce the statements and give MORE credibility to the author and his claims.

Several third-party groups can become available, if information is provided them, to support Syngenta in responding to this issue. Rapid response within this news cycle (before 4:00 p.m. today at the latest), using third-parties (Ecorisk and others) is strongly recommended. If you don't mind our offering, and as Cheryl discussed, we would recommend the following:

- 1) A Syngenta written statement (and possible talking points developed if needed for interviews) noting
  - a. We take all issues about our product safety seriously and will review this study in it's entirety and in the appropriate context as soon as it is available
  - b. Hundreds of independent studies and regulatory reviews have determined this product to be safe for people and the environment
  - c. This product is an important tool for farmers and has numerous applications and uses, such as in conservation tillage, which protect and enhance the environment
  - d. We are committed to continued research, monitoring and improvement in the management of this product and to the reporting of that research, monitoring and associated recommendations in a swift and responsible manner.
  - e. NOTE: background materials, such as Ecorisk and other articles could be included/shared as background.
- 2) Ecorisk or other third party (such as ACSH, CGFI or a coalition of such groups) release
  - a. Reinforcing safety profile of product and details of independent findings supporting safety
  - b. References to studies showing inability to reproduce these types of results
  - c. References to studies showing alternative explanations for these types of results
  - d. List of regional independent experts available for comment

Jay Byrne, president  
v-Fluence Interactive Public Relations, Inc

toll free phone & fax: 877-vfluenc (835-8362)  
mobile (314) 650-2441  
<http://www.v-fluence.com>

Embargoed for release: 8-Jul-2002 17:00 Eastern US Time  
**Deformed frogs form when parasites and pesticides combine**

Deformities in Pennsylvania wood frogs are linked to the combination of their infection by parasites and a weakening of their immune system caused by exposure to pesticides, according to a study by Penn State researchers to be published in the 9 July issue of the Proceedings of the National Academy

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of Sciences.

The research includes the first experimental studies of amphibian deformities conducted in ponds where the animals live. The discoveries, which show the effect of environmental stress on disease outbreaks, may help to explain how disease affects the distribution, growth, development, and survival of frogs, which have been disappearing during recent years at alarming rates worldwide.

"It is not uncommon now for 30 to 50 percent of the frogs at many locations to have limb deformities," says Joseph Kiesecker, an assistant professor of biology at Penn State and the leader of the research team. Since the early 1990s, when school children and amateur naturalists first began finding frogs with deformed legs in U. S. wetlands, scientists have been trying to determine the reason for the problem's escalating occurrence. **These deformities in frogs have a chilling resemblance to the deformities in human caused decades ago by the drug Thalidomide. "Both the general public and scientists suspect that whatever is causing these problems in frogs may also cause harm to humans," Kiesecker says.**

A decade of scientific research has resulted in two prominent hypotheses about the causes of frog deformities: one is that they are caused by human-induced contamination of the frogs' environment with chemicals like pesticides, and the other is that they are caused by a common naturally-occurring parasite, the trematode worm. Scientists had found evidence to support each hypothesis, but the research results were not conclusive enough to resolve the controversy. "More rigorously designed experiments were required to determine which factor is more important and how these two factors work together," Kiesecker explains.

Kiesecker's breakthrough was in designing a study that combined field experiments at the ponds where the frogs live with experiments in the laboratory. "The kind of field experiments that we did in this study have never been done before," Kiesecker says. The Kiesecker team collected tadpoles from ponds in Centre County, Pennsylvania, then used some of those tadpoles in a series of laboratory experiments and some in a series of field experiments conducted in six ponds within the same region. Half of the ponds receive runoff from agricultural fields and contain detectable levels of pesticides, and half are free of pesticides and agricultural runoff.

The Kiesecker team designed the experiments to test four key hypotheses regarding the relationship between pesticides, trematode parasites, and limb deformities in frogs. The first hypothesis was that limb deformities occur in frogs that are infected with the trematode parasite. Trematode parasites inhabit a series of host species during their life cycle, including pond snails. When they leave the snail, in the form of trematode larvae called cercariae, they swim around in the pond in search of a tadpole, which is the next host they need to invade in order to survive. The researchers placed groups of their tadpoles in the six ponds within two kinds of enclosures located side-by-side--one with a fine screen that prevented the trematode larvae from entering the enclosure, and the other with a larger-mesh screen that allowed the trematode larvae to infect the tadpoles.

"These same trematode larvae cause "swimmer's itch," which is a common problem among people who swim in lakes in this part of the country," Kiesecker says, explaining that the swimmer's immune system eventually kicks the larvae out, leaving just an annoying rash. "A more serious problem for people occurs in tropical climates, where trematodes cause an infection known as Schistosomiasis that kills millions of people every year."

The only tadpoles that developed limb deformities in the first experiment were from cages that were

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exposed to the trematode larvae, while tadpoles in cages that protected them from the larvae did not get any limb deformities. "We learned from the first field experiment that tadpoles have to be exposed to trematode infection for limb deformities to develop," Kiesecker explains.

The second hypothesis the team tested is that limb deformities in trematode-infected tadpoles are affected by pesticides. When they analyzed the rates of limb deformities among their research animals, they found much higher rates of deformities in trematode-infected tadpoles at the three ponds that receive agricultural runoff and contain pesticides than in the ponds that do not.

The team then moved into the lab to test their third hypothesis, which is that pesticide exposure--not some other factor--influenced the increased rates of deformities developed by the trematode-infected tadpoles in the field study. These laboratory experiments involved three groups of tadpoles that the researchers exposed to three different pesticides, plus one group that they did not expose to pesticides. The pesticides were Atrazine--the most commonly used pesticide in North America, Malathion--a common household pesticide that also is used to control insect pests in agricultural fields, and Esfenvalerate--a synthetic pyrethroid pesticide. "Synthetic pyrethroids have become increasingly popular during the last couple of years because they are not very toxic to birds and mammals; however, they are highly toxic to many other kinds of organisms," Kiesecker says.

The researchers also took a blood sample from each tadpole, and then exposed the four groups of tadpoles to trematode larvae under conditions that assured the tadpoles would be invaded by the parasites. Trematode infections can cause limb deformities if the larvae are able to evade the defenses of the tadpole's immune system long enough to transform themselves into hard cysts. If the location of the cyst is on cells that are supposed to develop into legs, the cyst will cause growth disruptions that lead to missing limbs, split limbs, or multiple limbs.

The researchers counted the number of cysts that developed in each infected tadpole and found a higher number of cysts in the animals that were exposed to pesticides. "From this experiment, we learned that a trematode-infected tadpole that is exposed to pesticides is more likely to develop limb-deforming cysts than is an infected tadpole that is not exposed to pesticides," Kiesecker says.

Kiesecker and his team designed their experiments to learn how pesticide exposure affects the immune response of the animals and their ability to fight off trematode parasites. They studied the blood of all the trematode-infected tadpoles--both those that were and were not exposed to pesticides during the laboratory experiments--to determine the prevalence of a type of white blood cell that fights parasites like trematode larvae. Kiesecker's team then compared this measure of immune-system strength with the number of trematode cysts that had formed in each animal. "The tadpoles that we exposed to pesticides had fewer of this particular kind of white blood cell compared to the tadpoles that we did not expose to pesticides, suggesting that pesticides make these animals more susceptible to parasitic infections," Kiesecker reports. "The kicker is that the concentrations that caused deformities were incredibly low for Esfenvalerate and Atrazine--low enough for humans to drink, based on Environmental Protection Agency standards," Kiesecker says.

In summary, Kiesecker says, "The field experiments showed that only the tadpoles that were infected with trematodes developed limb deformities and that these deformities occurred with more frequency in the groups of tadpoles that also were exposed to pesticides." The researchers had found a correlation with pesticides, but they needed to do the laboratory experiments in order to establish with certainty that pesticides were the cause of the different rates of deformities. "The lab experiments show that pesticides can weaken the immune response of the tadpoles, which can result in more infections, making these tadpoles more likely to develop limb deformities," Kiesecker says.

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"We can learn a lot from experiments with amphibians because they are particularly sensitive to environmental changes that appear to be associated with the recent emergence of new diseases and resurgence of old diseases that infect humans," Kiesecker comments. "Frogs may be a sentinel species that is warning us about the interplay between human-caused environmental change and disease susceptibility. Hopefully, people will listen."

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Email Message **Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch**

**From:** Cheryl Byrne [cheryl.byrne@v-fluence.com]

**Sent:** Monday, April 04, 2005 5:16 PM

**To:** Ford Sherry USGR

**Subject:** e-Heads Up: EPA Sweet on Atrazine

Sherry—we believe that there should be a response to this summary from PANNA. We recommend that the facts be compiled and shared with a supportive third-party, Alex Avery for example. We would then work to distribute this information and optimize its presence online. Press release distribution and key word/sponsored link purchases would total not more than \$200.

Cheryl Byrne

Senior Vice President and Partner  
v-Fluence Interactive Public Relations

Direct: 877.835.8362 X2002

Mobile: 978.430.0147

International: 617.544.6400

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**From:** Cheryl Byrne

**Sent:** Monday, April 04, 2005 9:09 AM

**To:** sherry.ford@syngenta.com

**Subject:** e-Heads Up: EPA Sweet on Atrazine

**Date:** 3/31/05

**Source:** PANNA

**URL:** [http://www.panna.org/resources/panups/panup\\_20050331.dv.html](http://www.panna.org/resources/panups/panup_20050331.dv.html)

**Summary:** This is basically a rehashing of what has happened with atrazine this year. They mention the legislation in Minnesota, the NRDC lawsuit about Syngenta and the EPA in secret meetings, and Tyrone Hayes' issues in Minnesota. No real new data within the article.

**Recommendations/Analysis:** No real new data within the article.

## Full Text:

As the spring herbicide application season gets underway, more calls are heard to limit atrazine, the most widely used agricultural chemical in the U.S. and a nearly ubiquitous contaminant of surface and ground water. Legislation to ban the herbicide was introduced in Minnesota for the second year in a row, and regulators in Australia are reconsidering approval of the herbicide. Meanwhile, on February 17, 2005 the Natural Resources Defense Council (NRDC) filed a lawsuit against the U.S. Environmental Protection Agency (EPA) for holding upwards of 40 private meetings with atrazine's manufacturer, Syngenta, while the agency was conducting a special review of the herbicide to consider its impacts on amphibians and links to cancer in humans. That review resulted in EPA approving continued use of the herbicide in 2003.

The European Union has banned atrazine due to ground water contamination, and Syngenta has made alternative products available in some nations. In 2002 the herbicide was listed by the UN Environmental Programme as a globally important persistent toxic substance with the potential for regional transport. Measurable levels of the herbicide have been found in rain and fog in Europe as well as in the U.S., where atrazine has been detected at levels higher than EPA's safety standard in the drinking water serving more than a million U.S. residents.

In Minnesota, where the herbicide is applied to 45% of the state's corn acreage, data on surface water monitoring from the Minnesota Department of Agriculture (MDA) report atrazine in all regularly sampled rivers, with contamination in some rivers at levels presenting clear health risks to pregnant women and children. MDA sampling during spring and early summer rainy seasons for example, revealed atrazine in the Whitewater River ranging from 1.8 to 15.1 parts per billion (ppb) between 2001 and 2003, and measured levels in one season as high as 32 ppb. The EPA drinking water standard is 3ppb and the California standard for drinking water is 1ppb.

Two weeks ago the Minnesota House Agriculture and Rural Development committee rejected two bills banning atrazine, but supporters say they plan to re-introduce language phasing out the herbicide. The committee has not yet voted on a "Citizens Right to Know" bill that would allow citizen access to pesticide application data. Jannette Brimmer of the Minnesota Center

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for Environmental Advocacy highlighted the importance of the right to know legislation, "At a time when we are learning of chemically-castrated **Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch** of accurately determining where, how much and what kinds of pesticides are being applied in Minnesota."

In a recent article in BioScience, Dr. Tyrone Hayes, author of studies indicating that low levels of atrazine affect sexual development in frogs, analyzed several Syngenta-funded studies widely reported to dispute the results of his extensive laboratory and field research. In the article Hayes dryly notes that "data presented in these studies are not in disagreement with my laboratory's peer-reviewed, published data" and points to careless animal husbandry practices and contaminated reference sites that produced data inappropriate for comparison with his published data.

In 2002, Dr. Hayes reported chemical castration (demasculization) and feminization of frogs at low but ecologically relevant concentrations of atrazine. This study, published in a peer reviewed scientific journal, was not the first performed by Hayes revealing atrazine's effects. Earlier work done by Hayes and his laboratory with funding from Syngenta was disputed by the agro-chemical giant and not published. Hayes duplicated his work independently, examining leopard frogs (*Rana pipiens*) across a transect of the U.S. extending from Utah to the Iowa/Illinois border, and detecting frog abnormalities similar to those found in his laboratory in every site where atrazine levels were over 0.1ppb. When Hayes' work was published, EPA was midway through a special review of atrazine. Syngenta continued to dispute Hayes' findings while also offering him two million dollars to continue his research in "a private setting."

In October of 2003 EPA ended its special review and allowed continued use of atrazine. Instead of addressing the water contamination issues, EPA developed an agreement with Syngenta to conduct a monitoring program in 40 watersheds, fewer than 4 percent of the 1,000 streams identified by the EPA as being at highest risk for atrazine contamination. Under this deal, Syngenta would then determine the effects and mitigation needed for the herbicide's continued use.

EPA also reversed an earlier finding and concluded that atrazine was not likely to cause cancer in humans, despite the fact that atrazine has been strongly implicated as a human carcinogen. A number of studies have connected farmworker exposures with increased risk of prostate cancer, and atrazine water contamination with increased risk of breast cancer.

NRDC's recent legal challenge to EPA bears a remarkable resemblance to a similar lawsuit filed more than 20 years ago by the environmental organization, also charging EPA with making sweet deals with industry. As that case progressed, EPA Administrator Ann Gorsuch resigned amid allegations of improper industry influence, and the agency agreed to a strict criteria of open and transparent decision making around the re-registration or "special review" of pesticides. Those restrictions forbade EPA to make a final decision based on negotiations with industry and required a balance of perspectives in committees of outside advisors. The NRDC lawsuit charges that EPA has ignored these regulations in its regulation of atrazine.

**Sources:** Tyrone B. Hayes, "There is No Denying This: Defusing the Confusion about Atrazine," Bioscience, December 2004, Vol. 54, No. 12, pp 1138-1149; Pesticide Monitoring in Water Resources: Annual Data Report, February 24, 2005, <http://www.mda.state.mn.us/appd/ace/reports/2005annual.pdf>; Press Release, Minnesota Center for Environmental Advocacy, <http://www.mncenter.org>; Press Release, Feb 17, 2005, NRDC, <http://www.nrdc.org>.

Cheryl Byrne  
Senior Vice President and Partner  
v-Fluence Interactive Public Relations  
Direct: 877.835.8362 X2002  
Mobile: 978.430.0147  
International: 617.544.6400

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*Real Solutions  
for a Virtual World*

Date	August 21, 2002
P.O. Number	
Job #	02-0009-1

Attention:

Ms. Sherry Ford  
Syngenta Crop Protection, Inc.  
Post Office Box 18300  
Greensboro, NC 27419-8300  
Via e-mail: sherry.ford@syngenta.com

**Short-term recommendations**

ACTION	GOALS	ESTIMATED MATERIAL COSTS	ESTIMATED TIME COSTS
Distribute backgrounder to ID'd support groups	Enlist support of third parties, help them become validators and stakeholders in current dialogue 12/8	\$100 (estimated fax and telcom charges for distribution and follow up conversations)	1 hours @ \$150
Place backgrounder and related materials (including opinion columns) on third-party web sites with their endorsement. Insure that materials are registered and coded for positive search results.	Provide more independent balance to current online environment and broader distribution of existing positive materials 12/8	\$750 (estimated html programming fees and site costs)	6 hours @ \$150
Key word purchases for search engine results	Optimize search engine results and nullify opponent attempts at negative categorization of Atrazine 12/8	\$750 for three-month program	3 hours @ \$150 for research, set-up and purchase
Register Syngenta and related partner sites w/ key directories	Ensure appropriate categorization for "Atrazine" related searches and high-level placement of supportive/factual sites 12/8	Total fees for major engine registration for multiple sites: \$2,400	4 hours @ \$150

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ACTION	GOALS	ESTIMATED MATERIAL COSTS	ESTIMATED TIME COSTS
Draft updated opinion column by two supportive third parties	Activist cash highlights and media proliferation of bad science 12/20	\$1500 suggested honoraria	4 hours @ \$225
Distribute column on NAPS (North American PRECIS Syndication): 650 words/3 column	Publication in weekly papers throughout the country in advance of EPA decision in January 2003 12/20	\$6,450.00 fee to Précis Syndicate	1 hour @ \$100 for set up and tracking
Distribute column w/ target news and magazine outlets	Publication in mainstream press in advance of EPA decision in January 2003 12/20	None	3 hours @ \$225
Outreach to potential media supporters/ columnists	Turn around so-called facts with actual facts, i.e. Atrazine reference guide 12/8	\$1,500 wire service fees for distribution	2 hours @ \$225 for drafting 2 hours @ \$150 for distribution and follow up
Schedule media training session with v-Fluence for triazine review panel and supportive third parties in Washington DC during Corn Growers Lobby days 1/14-1/15/03	Panel members and supportive third parties to act as spokespeople on Hayes and other atrazine-related issues	Travel and lodging costs for v-Fluence staff, time and materials for training session	