



FOR IMMEDIATE RELEASE

**Now Golf Course Superintendents Can Keep Their Courses in Top Playing
Condition with *Spread it & Forget it* DRIVEN BY DURATION CR™**

Agrium Advanced Technologies Introduces New Controlled-Release Fertilizer to the Golf Market

LOVELAND, Colo. (February 9, 2011) – Agrium Advanced Technologies today announced the addition of *Spread it & Forget it* fertilizer blends specifically designed for the golf market to its portfolio of polymer-coated products. Building on the product's tremendous success in the lawn care sector, these new blends use a smaller-sized coated urea (190 SGN) that is effective and economical for use on golf course fairways and roughs.

"We understand the challenges faced by golf courses in these tough economic times; superintendents are being asked to do more with less, which often means lower labor and fertilizer budgets," said Andrew Mittag, President, Agrium Advanced Technologies. "*Spread it & Forget it* controlled-release fertilizer gives superintendents an easy way to spread fertilizer just once per season, use less total nitrogen per year, and free up labor hours for other important tasks around their courses."

Each *Spread it & Forget it* fertilizer blend is DRIVEN BY DURATION CR controlled-release fertilizer technology and is designed to keep golf course fairways and roughs lush, green and healthy for up to six months with just one application. The product's innovative polymer coating is based on naturally derived plant oil and meters nutrients to the turf root zone gradually, minimizing potential losses to the environment, atmosphere or groundwater. Plus, because *Spread it & Forget it* spoon feeds turf, superintendents can use up to 40 percent less total nitrogen per year, which is good for both the environment and their bottom line.

"With *Spread it & Forget it* superintendents can avoid surge growth and excess mowing over the product's 180-day nutrition cycle," said Mittag. "The product is specially sized to minimize the chance for mower pickup and provide steady feeding to golf course turf."

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Spread it & Forget it is manufactured at Agrium Advanced Technologies' Sylacauga, Ala. facility and will be available from suppliers nationwide with or without added pre-emergent herbicides for crabgrass control. For more information or to find the distributor nearest you, please call 888.757.0072 or visit www.SpreaditandForgetit.com.

About Agrium Advanced Technologies

Agrium Advanced Technologies is a strategic business unit of Agrium Inc., a major retail supplier of agricultural products and services in both North and South America and a leading global producer and marketer of agricultural nutrients and industrial products. Agrium Advanced Technologies is the leading manufacturer and marketer of slow- and controlled-release fertilizers and micronutrients in the Agriculture, professional Turf and Ornamental, consumer lawn and garden, and specialty agriculture markets. Agrium Advanced Technologies' brands include: ESN[®], POLYON[®], XCU[®], NITROFORM[®], NUTRALENE[®] and DURATION CR[®] slow- and controlled-release fertilizers, ULTRA YIELD[®] Micronutrients, AMP[™] and PRECISE[®] controlled-release plant protection. These products utilize proprietary advanced generation technologies to control nutrient release for improved plant growth and environmental performance.

FOR FURTHER INFORMATION:

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