

Asgrow® Brand Genuity™ Roundup Ready 2 Yield® 5-Bean Pod Challenge Official Rules

1. How to Enter. To enter, your dealer or LFA must verify and submit your Asgrow® brand Genuity™ Roundup Ready 2 Yield® 5-bean pod (still attached to plant) and enrollment form. The official rules are available at www.asgrow.com. Only one entry per farming operation or entity will be accepted. All entries must be received by 11:59 p.m. ET on September 15, 2009 to be eligible to participate in the Challenge. All entries will become the property of Monsanto Company (Sponsor) and will not be acknowledged or returned. Participants must provide all requested information on the official registration form, or the entry will be void. Sponsor is not responsible for late, lost, stolen, illegible, incomplete, damaged or misdirected entries. By entering the Challenge, Participants agree to be bound by these Official Rules. Registration for the Challenge begins 12:01 a.m. ET August 15, 2009 and ends 11:59 p.m. ET September 15, 2009.

2. Eligibility. Challenge is open only to individuals who, at the time of entry, are legal residents of the 48 continental United States except where prohibited by law and are 21 years old or older. Participants must have purchased Asgrow® brand Genuity™ Roundup Ready 2 Yield® product in 2009, where all necessary regulatory approvals have been granted. The 5-bean pod from an Asgrow® brand Genuity™ Roundup Ready 2 Yield® soybean plant must be verified in person and signed by their Account Manager (AM), Local Field Advisor (LFA) or dealer. The AM, LFA or dealer **MUST BE PRESENT AND VERIFY 5-BEAN POD** to be considered valid. Employees, officers and directors of Monsanto Company each of its respective parent companies, affiliates, subsidiaries, dealers, sales representatives, distributors and advertising and promotion agencies, as well as the immediate family members and/or persons living in the same household of each are not eligible to enter.

3. How to Win Prizes. The first 1,000 growers who have met all qualifications and correctly submitted a valid entry are eligible to receive 5 free units of Asgrow® brand Genuity™ Roundup Ready 2 Yield® seed for the 2010 season. Grower must purchase a minimum of 120 units of Asgrow® brand Genuity™ Roundup Ready 2 Yield® seed by 12/15/2009 to receive 5 free units.

4. General Conditions: No substitutions or cash redemptions will be made, except as determined by Sponsor. Prize shall be made available to the winners upon purchase of 120 units of Asgrow® brand Genuity™ Roundup Ready 2 Yield® soybeans for the 2010 growing season. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Challenge should virus, bugs or other causes beyond Sponsor's control corrupt the administration, security or proper play of the Challenge. The winner(s) may be required to sign and return an affidavit of eligibility and a liability and publicity release (unless prohibited by law)

within 15 days of such documents being sent to the winner(s) or the prize(s) may be forfeited and awarded to an alternate winner.

BY PARTICIPATING IN THIS CHALLENGE, PARTICIPANTS AGREE TO RELEASE MONSANTO COMPANY, AND EACH OF ITS RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, RETAILERS, DEALERS, SALES REPRESENTATIVES, DISTRIBUTORS AND ADVERTISING AND PROMOTION AGENCIES (INCLUDING, WITHOUT LIMITATION, OSBORN & BARR COMMUNICATIONS), AS WELL AS THE DIRECTORS, OFFICERS AND EMPLOYEES OF EACH OF THE FOREGOING (INCLUDING MONSANTO COMPANY) FROM ANY AND ALL CLAIMS BASED ON LIABILITY, LOSS, DAMAGE OR INJURIES OF ANY KIND (INCLUDING, WITHOUT LIMITATION, CLAIMS BASED ON PERSONAL INJURY, DEATH, PROPERTY LOSS, PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY) IN CONNECTION WITH THEIR PARTICIPATION IN THE CHALLENGE OR FROM THEIR ACCEPTANCE, RECEIPT, POSSESSION AND/OR USE OR MISUSE OF THE PRIZE, OR FOR ANY TYPOGRAPHICAL OR OTHER ERROR IN THE PRINTING, OFFERING OR ANNOUNCEMENT OF ANY PRIZE.

The participants further acknowledge that, to the fullest extent permitted by law, said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, relative to any prize, including, without limitation, to its quality, merchantability or fitness for a particular purpose. By accepting any prize, participant agrees to the use of his/her name, picture, likeness, image and biographical information by Sponsor and any party authorized by Sponsor for advertising and promotional purposes, without additional compensation, except where prohibited by law. In the event of noncompliance with these Official Rules, or if Sponsor cannot contact a winner/finalist within seven days at the address/phone number on winner's/finalist's entry, or if any prize or prize notification is returned as undeliverable, the prize will be forfeited and awarded to an alternate winner/finalist. Sponsor is not responsible for any damage to a participant's system, which is occasioned by participating in this Challenge or by downloading any information necessary to participate in the promotion. Any dispute or claim arising out of the play of this Challenge will be resolved in the U.S. If any provisions of these Official Rules are determined by a court of competent jurisdiction to be invalid or unenforceable, such determination shall not affect the validity or enforceability of any other provision. Sponsor assumes no responsibility for an error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of, entries. Entries that have been tampered with are void.

Participants a) acknowledge compliance with these official rules including all eligibility requirements and, b) agree to be bound by any decisions of Sponsor, made in its sole discretion, which shall be final and binding in all matters relating to this sweepstakes. Sponsor reserves the right to disqualify

any participant that the Sponsor determines, in its sole discretion, has threatened the operation of this sweepstakes or web site, or violates these Official Rules. Such improper conduct includes, but is not limited to, falsifying personal information required during registration or prize claim, violating any term or condition stated herein, tampering with the administration of this Challenge or intentionally trying to defraud Sponsor. Participants further acknowledge that the forfeiture of prize and/or return of prize shall in no way prevent Sponsor from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct. All federal, state and local laws and regulations apply.

5. **Winner's List.** For a list of the major prize winners, send a self-addressed postage stamped envelope to:

**Asgrow® Brand Genuity™ Roundup Ready 2 Yield® 5-Bean Pod Challenge
Osborn & Barr Communications**

Attn: Bekah Reddick

914 Spruce St.

St. Louis, MO 63102