

16<sup>th</sup> September 2009

## Brand Announcement

Following an extensive review of our brand position the business has made the important decision to brand all of our existing registered products and all future registered products as IMTRADE.

This will mean that the ChemAg brand in which we currently register and recognise our products will be removed.

As our business has evolved during our 15-year history we have marketed our products under three separate brands – Imtrade, ChemFarm and ChemAg whilst operating under our corporate identity known as Imtrade Australia.

Brand recognition is important to every business. The decision to move our product and company identity to one brand will enable us to focus our entire efforts on building our brand recognition in the market.

For existing registered products the change in brand from ChemAg to Imtrade will be a gradual process with all key products to be migrated by the 30<sup>th</sup> June 2010.

All new products that our business registers shall be registered as the Imtrade brand.

Enquiries in relation to this announcement can be directed to Ross Rainbird on – 08 9419 0333.



Ross Rainbird  
Managing Director  
Imtrade Australia