This Changes Everything.

NEWS RELEASE

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Pioneer Hi-Bred, Asoyia Enter Into Ultra Low Lin Soybean IP Agreement

Program Offers Attractive Premiums for Soybean Growers

(Des Moines and Iowa City, IA – April 10, 2008)
Pioneer Hi-Bred, a DuPont business, and Asoyia, Inc., have entered into an agreement making Pioneer® brand 1 percent ultra low linolenic soybean varieties with the Roundup Ready® trait eligible for participation in the Asoyia® Identity Preserved soybean program.

Soybeans eligible for the Asoyia program offer 1 percent linolenic acid levels, making them attractive to a number of consumers.

Beginning with the 2008 growing season, the program offers premiums above soybean market prices for growers planting Pioneer 1 percent ultra low linolenic soybeans and signing a contract with Asoyia. The initial scope of the program will be in the Cedar Rapids, Iowa, area with future expansion to other Asoyia market areas. Growers will deliver their harvested soybeans at the Cedar Rapids Cargill processing facility.

The first Pioneer soybean variety to be contracted in the program will be 93Y50 (RR). There will be additional 1 percent ultra low linolenic soybean varieties forthcoming in the Pioneer product pipeline.

"This program provides a benefit to all throughout the chain," says John Hibbard, Pioneer business manager for end-use soybean traits. "It provides a healthy product to consumers, a differentiated product for food processors and added premiums for growers. We're very excited about working with Asoyia on this program."

Brett Maxwell, Asoyia vice president of operations, adds, "Growers have the opportunity to cash in on an excellent soybean market for their 2008 crop. Compounded with Asoyia's premium of $0.75 per bushel for this premium program, plus freight allowances where applicable, Midwest soybean growers should be very optimistic about their bottom line earnings this year."

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One percent ultra low linolenic soybeans are those with reduced linolenic acid levels to help increase flavor stability and reduce or eliminate the need for hydrogenation, a process that increases trans fatty acid content of food products made or fried in soybean oil. Eliminating hydrogenation and lowering trans fat are desirable for improved human health qualities.

"The seed choices of producers impact the food chain, including this product line that allows us to provide healthier food ingredients. Asoyia is more than a seed and oil company, we're a wellness company aimed to provide soybean oil for packaged foods, restaurant chains and institutional food management," adds Maxwell.

For further information on this program, contact your local Pioneer sales professional or visit Asoyia.com.

Asoyia is a farmer and employee-owned company that grows and processes 1 percent ultra low-lin soybeans to produce highly stable oil with zero trans fats. Headquartered in Iowa City, Iowa, Asoyia serves the network of growers, food processors, brokers and seed partners. For more information, visit the company's website at http://www.asoyia.com.

Pioneer Hi-Bred, a DuPont business, is the world's leading source of customized solutions for farmers, livestock producers and grain and oilseed processors. With headquarters in Des Moines, Iowa, Pioneer provides access to advanced plant genetics in nearly 70 countries.

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

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Pioneer is a registered trademark of Pioneer Hi-Bred. ®Roundup Ready is a registered trademark of Monsanto.

(Note to editor: Color photos in electronic format are available upon request. Please contact Bellana Putz, Lessing-Flynn, @ 515-274-9271 for requests.)