



Genetics *is the keystone for superior hybrid performance and adaptation. The RPM®* brand provides Doebler's "Your Regional Advantage"®, an exclusive and unique opportunity to select from a large genetic pool. The RPM brand is available only from Doebler's. Together we provide product choices for individual needs in Eastern growing environments.*

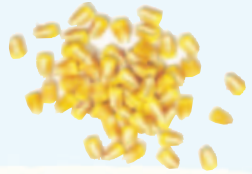
For the 2010 Sales Season, Doebler's is offering eleven RPM hybrid seed corn brands. Each brand has the distinction of being among the best of the best as a result of their proven genetics in research testing. Never before have we anticipated yield potential to this degree. Never before have we needed superior performance in the light of new environmental challenges and high quantity and quality demands. Ranging in relative maturity from 95 to 117 days, these RPM brands have applications throughout Doebler's market region from New York to North Carolina.



*Distributed exclusively by
DOEBLER'S®
"Your Regional Advantage"®

NEW **435HRQ**™*

95 RM



- High yield performance
- Early flowering
- Rapid dry down
- Medium tall plant stature
- Semi-flex girthy ears
- Excellent drought tolerance
- High quality silage

NEW **462XRR**™*

97 RM



NEW **463HXR**™*

97 RM



- Excellent yield performance
- Very strong agronomics & plant health
- Medium tall plant height
- Exceptional drought tolerance
- Very girthy ear
- Flared husk
- Fast dry down

75
YEARS



NEW **500XY**^{TM*} 101 RM
conventional

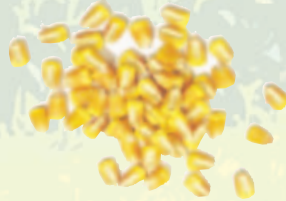
501XRR^{TM*} 101 RM



515HXR^{TM*} 102 RM



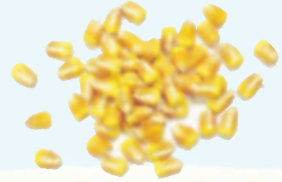
- Long flex ear
- Extremely high yields
- Unique genetic base
- Wide upright leaves
- Very tall plant stature
- Excellent stalk strength
- Rapid dry down
- Healthy attractive plant
- Average test weight



75
YEARS

*Distributed exclusively by
 **DOEBLER'S**[®]
"Your Regional Advantage"[™]

615HRQ™* 109 RM



- High yielding
- Exceptional grain quality
- Long flex ear type
- Wide adaptability to variable soils & environments
- Superb agronomics
- Very good stress tolerance
- Tremendous late season plant health

626XRR™* 111 RM



628HRQ™* 111 RM



- Exceptional yield performance
- Medium plant height
- Flex ear
- Outstanding grain quality
- Performs well over variable soils
- Excellent Stay Green
- Moves south well

75
YEARS

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 **DOEBLER'S®**
"Your Regional Advantage"®

725HRQ^{TM*} 116 RM

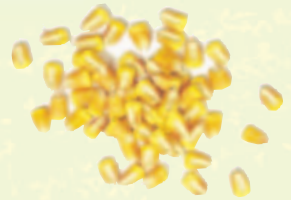


- Unique genetics
- Top end yield
- Tall plant, flex ears
- Wide upright leaf stature
- Excellent agronomics
- Very good stress tolerance
- Exceptional grain quality & test weight
- Outstanding late season plant health & intactness

728HXR^{TM*} 117 RM



- Very tall
- High yielding
- Large flex ears
- Outstanding agronomics
- Superb stress tolerance
- Exceptional silage hybrid
- Excellent nutritional quality



75
YEARS

WEED & INSECT MANAGEMENT



RPM® brands of hybrid seed corn may contain the Roundup Ready® Corn 2 gene for protection from yield-robbing weeds when used within a Roundup® herbicide program. Herculex® I and Herculex® XTRA Insect Protection hybrids may also be stacked with the Roundup Ready® Corn 2 gene.



Herculex® I Insect Protection provides superior in-plant insect protection from more above-ground pests than any other trait. And it's the only in-plant technology that protects against Western Bean Cutworm and Black Cutworm, along with European Corn Borer, Southwestern Corn Borer, Fall Armyworm, Southern Cornstalk Borer, Lesser Cornstalk Borer, Sugarcane Borer and Corn Earworm. Herculex I Insect Protection gives you a distinct advantage by offering season-long, whole-plant protection. And it stays on the job regardless of weather conditions so you get optimum yield potential, agronomic performance and enhanced plant health. Plus, hybrids with Herculex I Insect Protection are always stacked with herbicide tolerance technologies for maximum herbicide flexibility.



Herculex® XTRA combines Herculex® I Insect Protection and Herculex® RW Rootworm Protection for powerful protection above and below ground. Its whole-plant protection works all season long and shields your corn unlike any other trait.



All hybrids with Herculex® Insect Protection also contain LibertyLink® technology, making them tolerant to over-the-top applications of IGNITE® herbicide for powerful weed control.



Growers who plant corn hybrids with Herculex® I and Herculex® XTRA Insect Protection traits must follow Insect Resistance Management (**IRM**) requirements.

EXPORT APPROVAL NOTICE

Although fully approved in the United States, Canada and Japan, grain and certain grain by-products from THESE HYBRIDS MAY NOT BE APPROVED for all markets. Customers are advised to discuss trait acceptance policies with their local grain handler prior to delivering grain containing biotech traits."

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