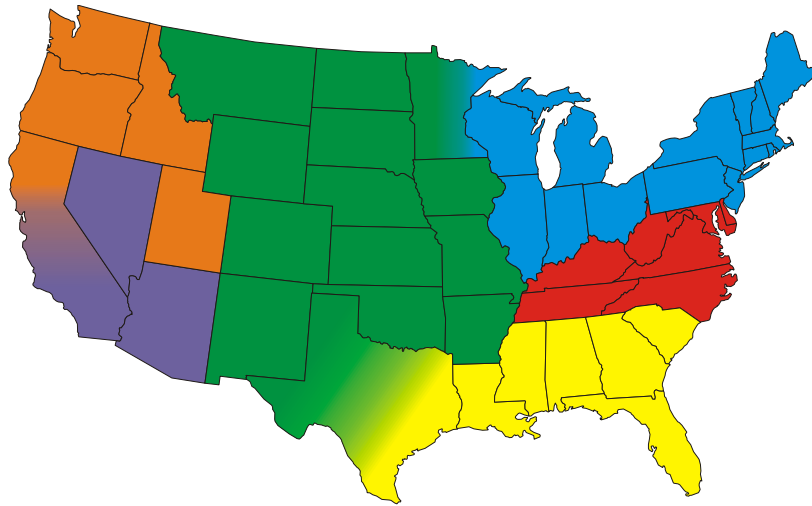




## The World's Most Advanced Technologies!



### Most intense area

- March to November season
- Most West Nile Virus
- Mosquitoes, flies and ticks
- Long hunting season
- 40% of market



### Very intense area

- April to October season
- Flies in coastal areas
- 10% of market



### Very intense but short season

- May through August (WNV-September)
- Subject to winter kill
- Intense flies in May/June
- West Nile & lyme disease
- Increases awareness
- 25% of market



### Mosquitoes & ticks only

- May-August near water
- 5% of market



### Very intense, short season

- May through September
- Wet climate
- No major disease scares yet
- 10% of market



### Long season, dry climate

- April through October
- Large population
- Sand & beach flies are a problem
- 10% of market

### • 75% of repellent market is east of Mississippi River

- Below the Mason Dixon Line = year round
- Above the Mason Dixon Line = 12 intense weeks
- Flies vary regionally by intensity and type