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SYNGENTA SEEDCARE AND GIBBS & SOELL RECOGNIZED FOR CREATIVE EXCELLENCE IN COMMUNITY SERVICE

Key Messages:

- Syngenta is one of the world's leading companies dedicated to bringing plant potential to life.
- Gibbs & Soell is the eighth largest independent public relations agency in the United States (*O'Dwyer's* 2010 PR Agency Report) and the perennial top agricultural PR firm (*AgriMarketing* magazine).
- A goodwill program launched by Gibbs & Soell to celebrate partner companies of its client Syngenta Seedcare has won a 2010 Communitas Award for creative excellence.

RALEIGH, N.C., April 28, 2010 – **Syngenta Seedcare** and its agency **Gibbs & Soell Public Relations** have been recognized with a 2010 Communitas Award for creative excellence in community service and corporate social responsibility. The Communitas Awards program is organized by the Association of Marketing and Communications Professionals, which acknowledges creative achievement and fosters partnerships with charities and community organizations.

The Communitas honor was bestowed on the FarMore® Technology Thumbprint Award program launched by Gibbs & Soell to celebrate the volunteerism and philanthropy of Syngenta Seedcare partner companies. Selected Thumbprint Award winners receive an Act of Kindness Day, when Syngenta employees work alongside the award recipients for the cause of their choice. The Thumbprint Award program showcases the unique benefits of the FarMore Technology seed treatment platform and demonstrates that customers “Expect More” than pest protection from Syngenta Seedcare.

Syngenta Seedcare awarded the Madonia family, owners of East Coast Brokers & Packers, with the Inaugural Thumbprint Award to recognize their charitable contributions to the farm worker community. The Madonias have created some of the industry’s largest and most innovative migrant farm worker housing projects, which encompass housing, medical facilities, child care, recreation areas, a chapel and other services to the employees of their tomato growing and packing enterprise in Virginia and Florida. To celebrate the family’s outstanding community service, Syngenta employees traveled to a workers’ compound in Tasley, Va., and made improvements to homes and yards, the playground and community kitchen.

“Syngenta is proud of the role it played alongside East Coast Brokers & Packers in working toward the betterment and future of tomato industry employees and communities,” stated Jodie McClement, senior communications manager, Syngenta Seedcare. “The Madonia family and its extended East Coast business community are to be commended for their spirit of giving and growing.”

“It is a privilege for Gibbs & Soell to help Syngenta Seedcare and its partners make a genuine impact in the farm community,” said Cos Mallozzi, CEO of Gibbs & Soell. “This communications program serves as a powerful reminder of what businesses can achieve when creative ideas are rooted in meaningful results.”

Gibbs & Soell offers **communications expertise** in advanced manufacturing and energy, agribusiness and food, consumer lifestyle and building solutions, professional services, and technology and general science.

About Gibbs & Soell:

Founded in 1971, Gibbs & Soell is the eighth largest **independent public relations agency** in the United States (*O’Dwyer’s* 2010 PR Agency Report). **Headquartered in New York City**, G&S has full-service offices in Chicago, Raleigh, N.C. and Zurich, Switzerland. The **G&S global network** includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

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