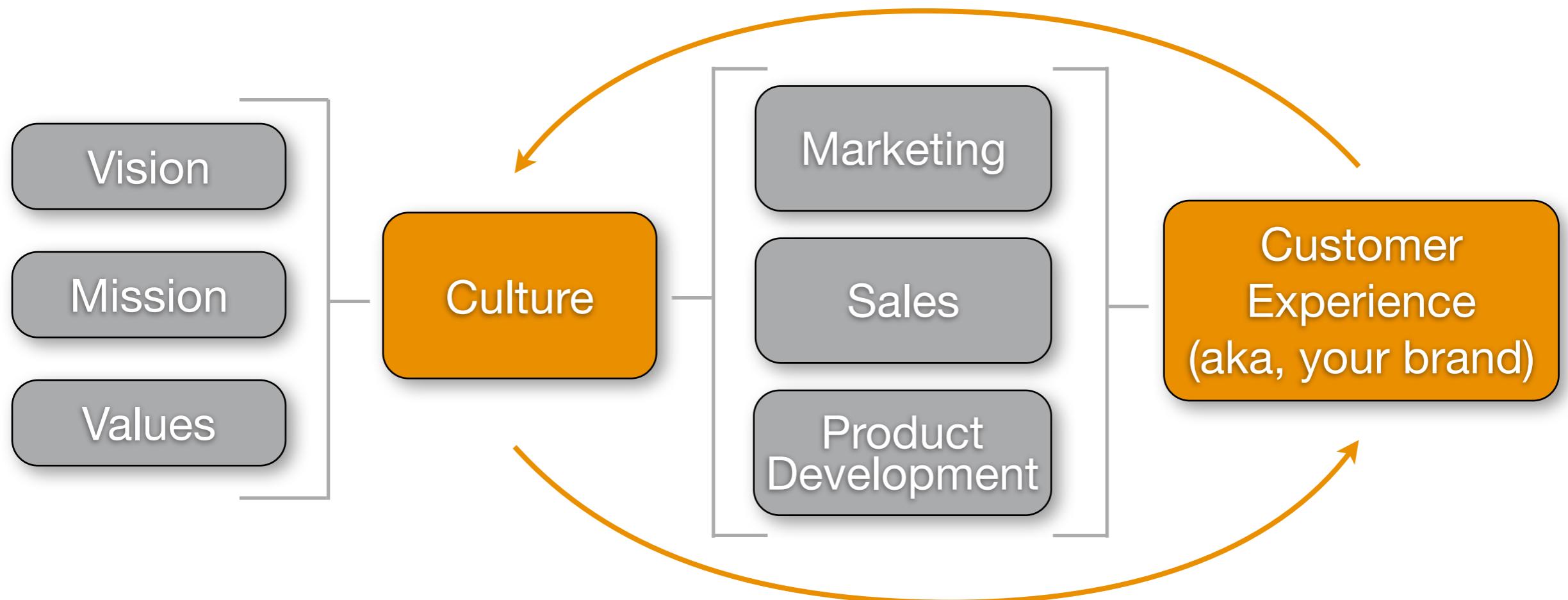


narrative.

brand as a result

brand as a result







GLOBAL BUSINESS TRAVEL

AXP Internal

Our Truth, Well Told

The New American Express
Global Business Travel Message

➤ We are in the
business business,
and no one else
can say the same.

American Express Global Business Travel has a unique position in the marketplace—one that sits at the intersection of commerce and travel. Our solutions and experience helping companies manage travel and meetings, facilitate payments and identify ways to improve business differentiates us in every way from our competitors. As you'll see in the support points to follow, this allows us to deliver far more than a way for business travelers to get from Point A to Point B.

Our Vision: **Powering global commerce as the world's most trusted travel partner.**

We're the only travel management company that truly connects commerce and travel, and this allows us to be a driving force behind how business does business all over the world. At the same time, we stand side-by-side with our customers—we're the people they turn to when they send their people around the globe.

This vision proudly and appropriately emphasizes the role we play in the global economy and in each customer's individual business. It draws on our history of dependability and expertise. And it clearly defines who we are, what we deliver, and where we're headed.



We've been helping businesses do business much of that time, we've helped them find relationships wherever their business takes them.

In doing so, we've become known for delivering travel costs, driving business to service. But because the world is constantly adapting, we must adapt as well.

This guide is designed to help us tell a company and to speak with one another about getting there.

Our new value proposition builds on our traditional control message, reframing that story to reflect our new reality. We've created this messaging collaboration across the entire business, so it will give us a consistent message.

Our Core Strengths.

VISION:
Powering global commerce as the world's most trusted travel partner.



Part
travel
agent.



American
Express Global
Business Travel



Part
financial
expert.



American
Express Global
Business Travel



Part
Sherpa.



American
Express Global
Business Travel

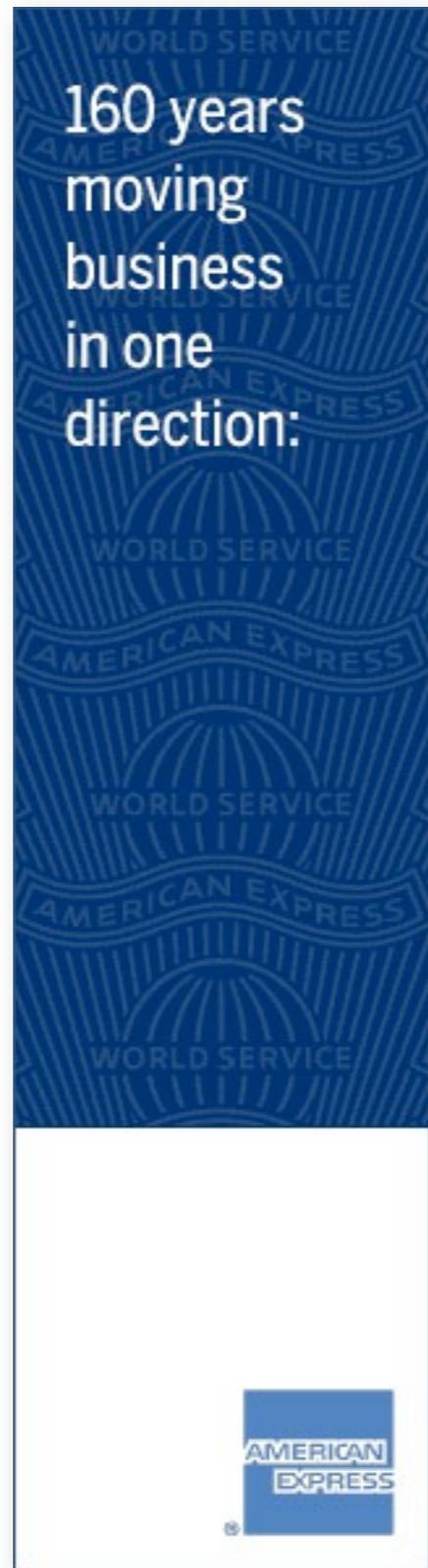


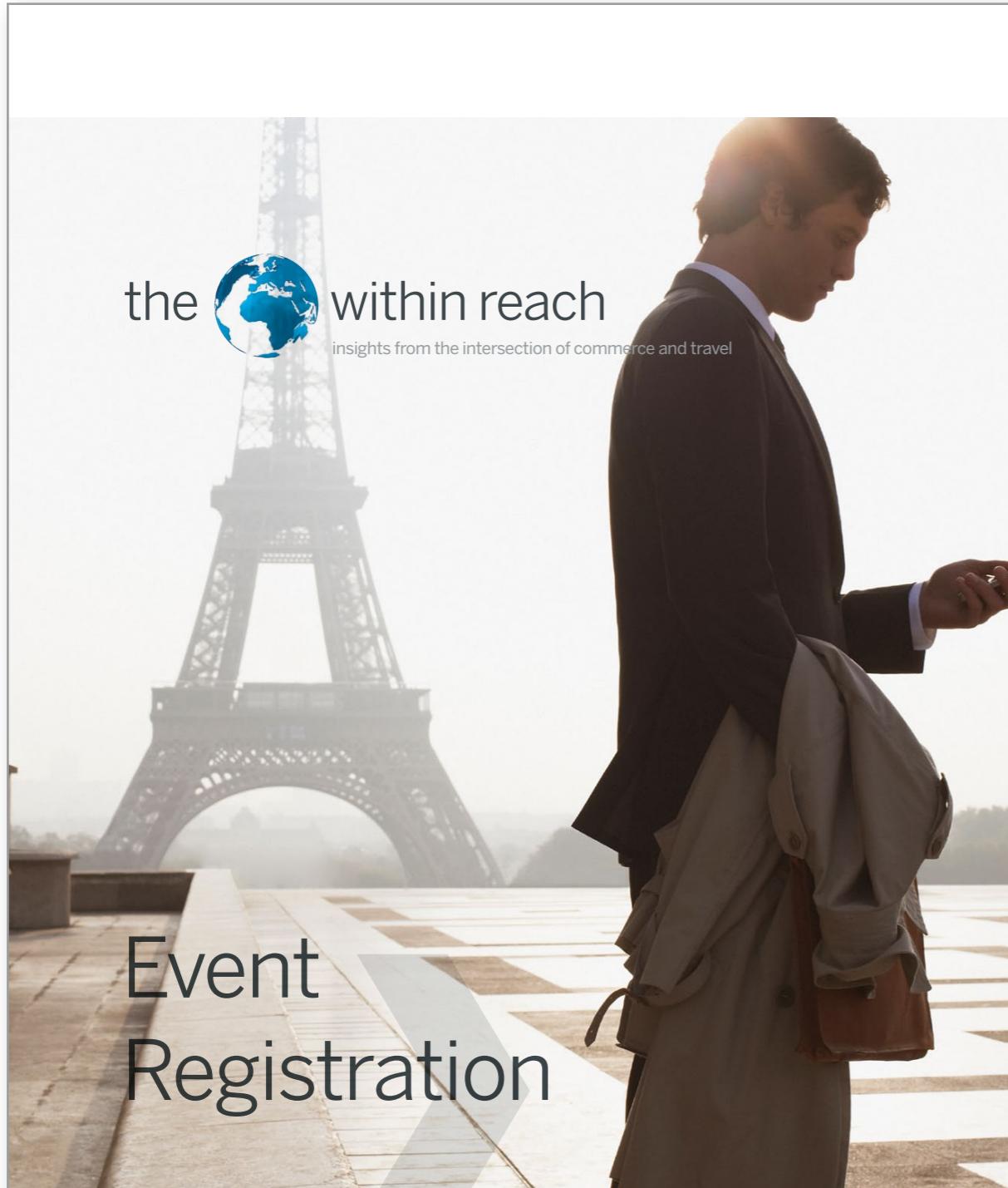
Get
trusted
travel
advice
now:



American
Express Global
Business Travel







the  within reach
insights from the intersection of commerce and travel

Event Registration

 GLOBAL BUSINESS TRAVEL



your space is reserved.

 GLOBAL BUSINESS TRAVEL

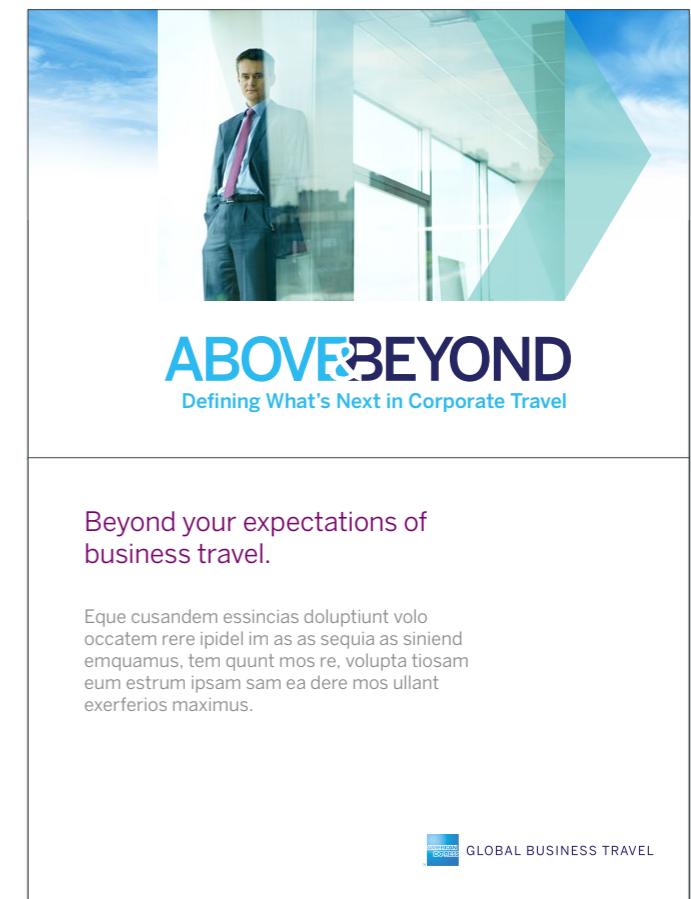
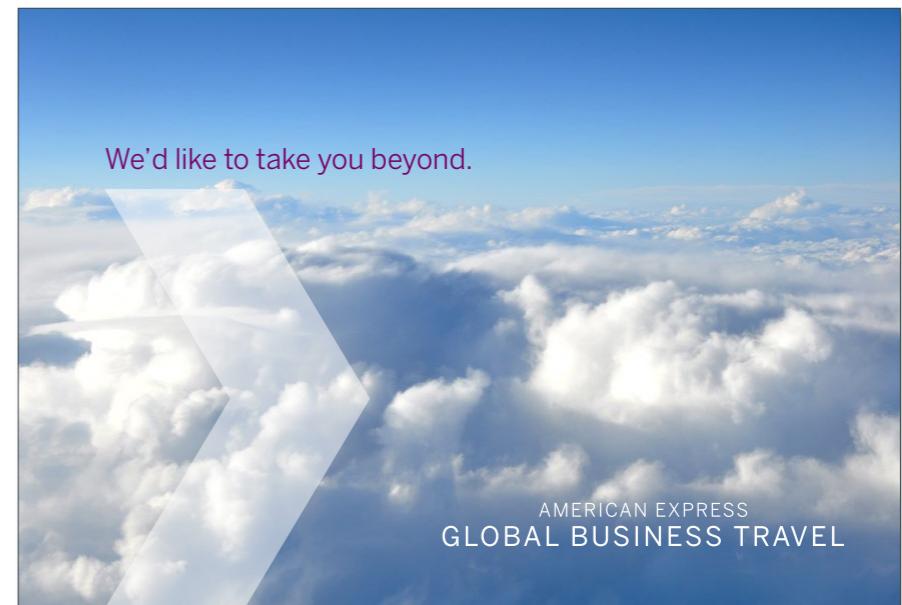
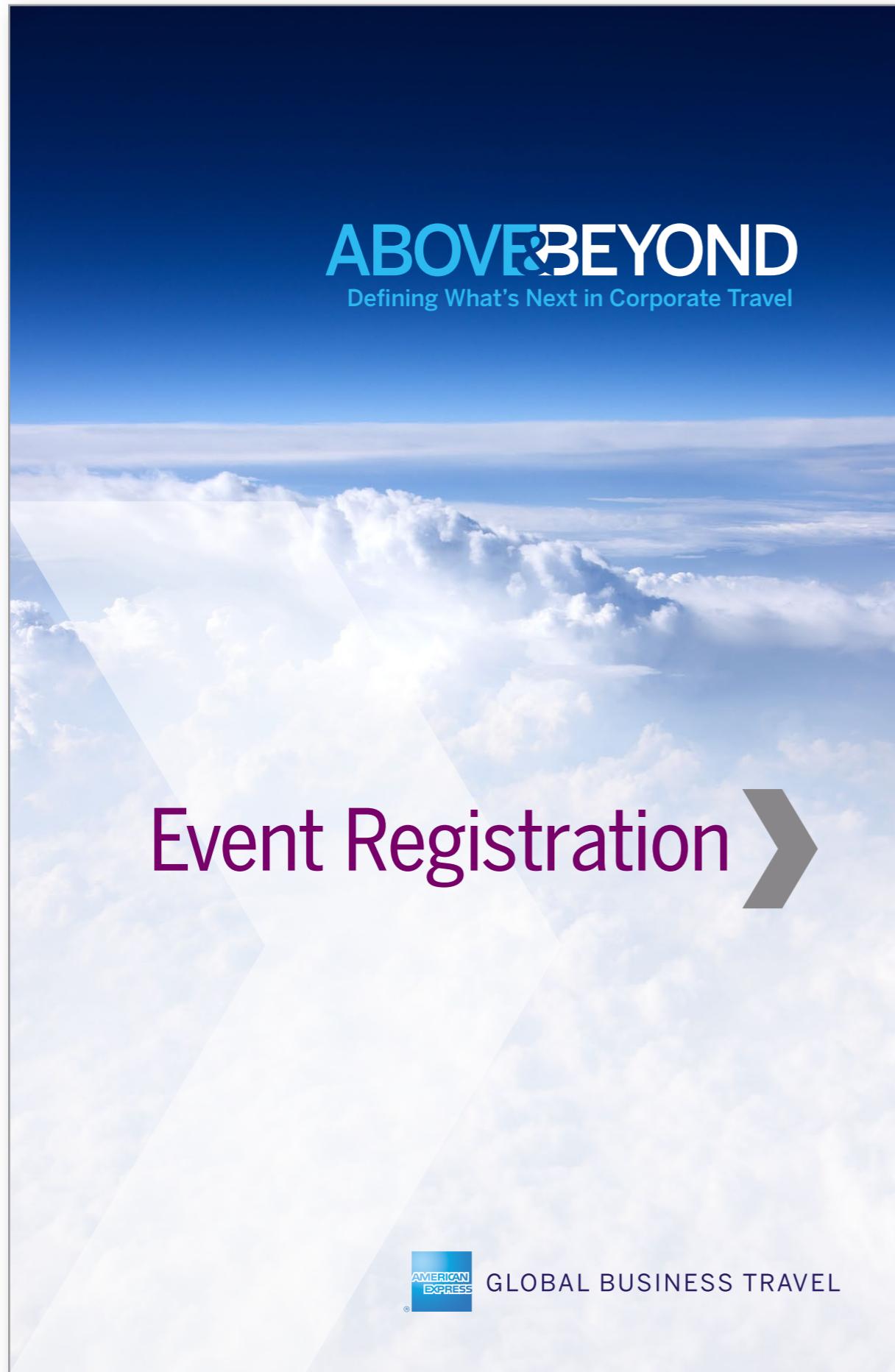
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insights from the intersection
of commerce and travel

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please join us.

 GLOBAL BUSINESS TRAVEL





big business. small world.

Making it easier to do business everywhere.

Event registration 



GLOBAL BUSINESS TRAVEL

big ideas...



 GLOBAL BUSINESS TRAVEL

coming together.

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big business. small world.

Making it easier to do business everywhere.



AMERICAN EXPRESS
GLOBAL BUSINESS TRAVEL



People everywhere
are celebrating.

They may not know you were inducted into the Business Travel Hall of Fame, but your customers know you deserve it. From our view of the worlds of commerce and travel, we see it: the insight, the expertise and the tirelessness it takes to keep the world connected.

Nice work.





Curt, Herb, Bill, Harold and John.

You've done more for travel
than Orville and Wilbur.

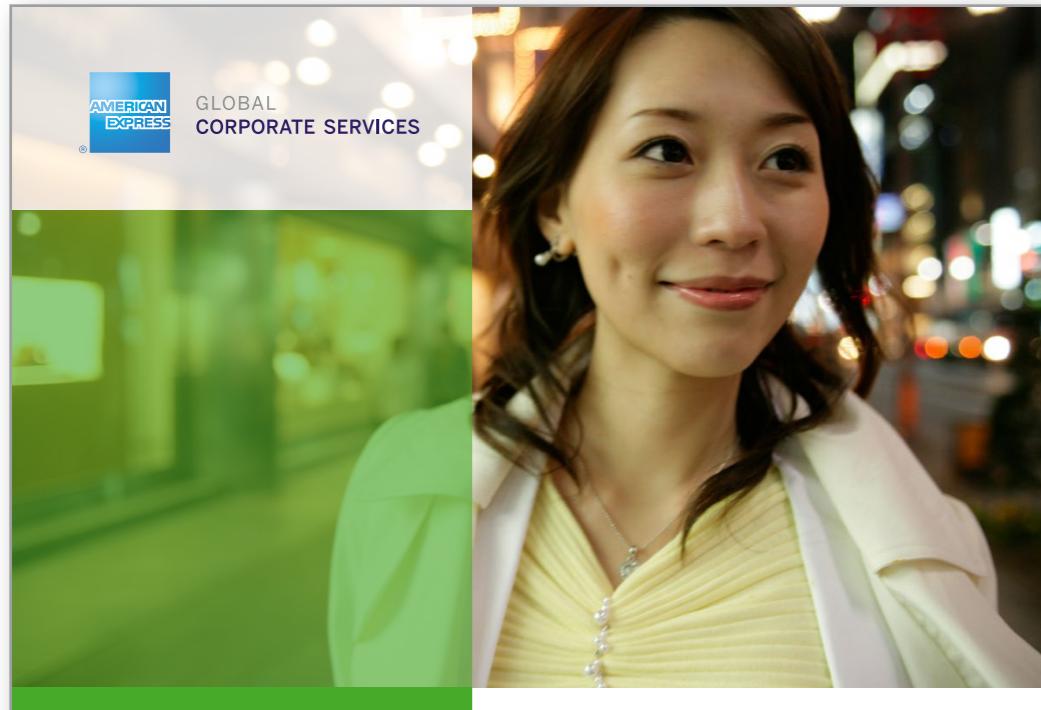
Congratulations Mr. Carlson, Mr. Kelleher, Mr. Marriott, Mr. Seligman
and Mr. Fentener van Vlissingen, for being named to the Business
Travel Hall of Fame.

From our vantage point at the corner of commerce and travel, we see
the insight and expertise with which you've kept the world connected.

Nice work.



GLOBAL BUSINESS TRAVEL



GLOBAL
CORPORATE SERVICES

Building
business.

Every purchase,
every payment,
every trip.



GLOBAL
CORPORATE PAYMENTS

It's all taken care of.

Making progress,
not merely payments.



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If you could save time and money on payments and travel, you could take your business anywhere.

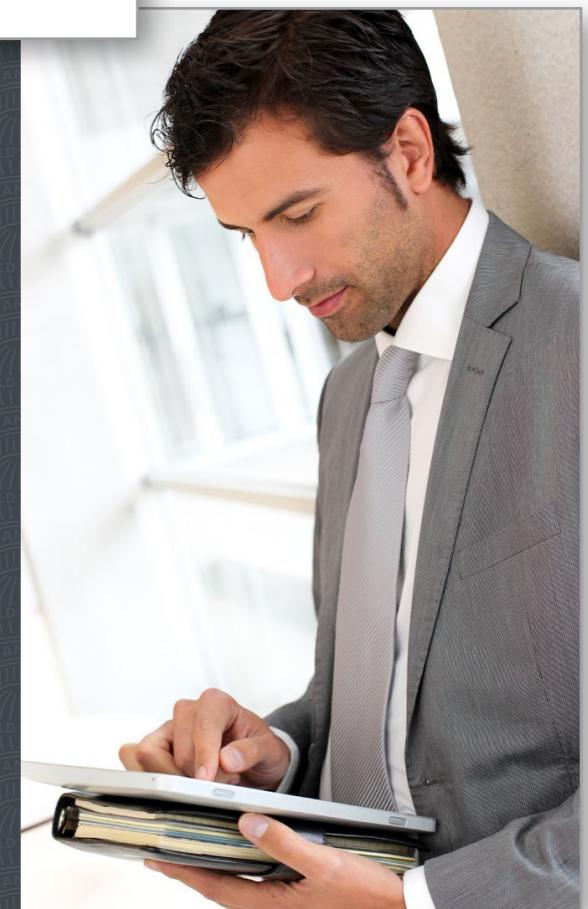
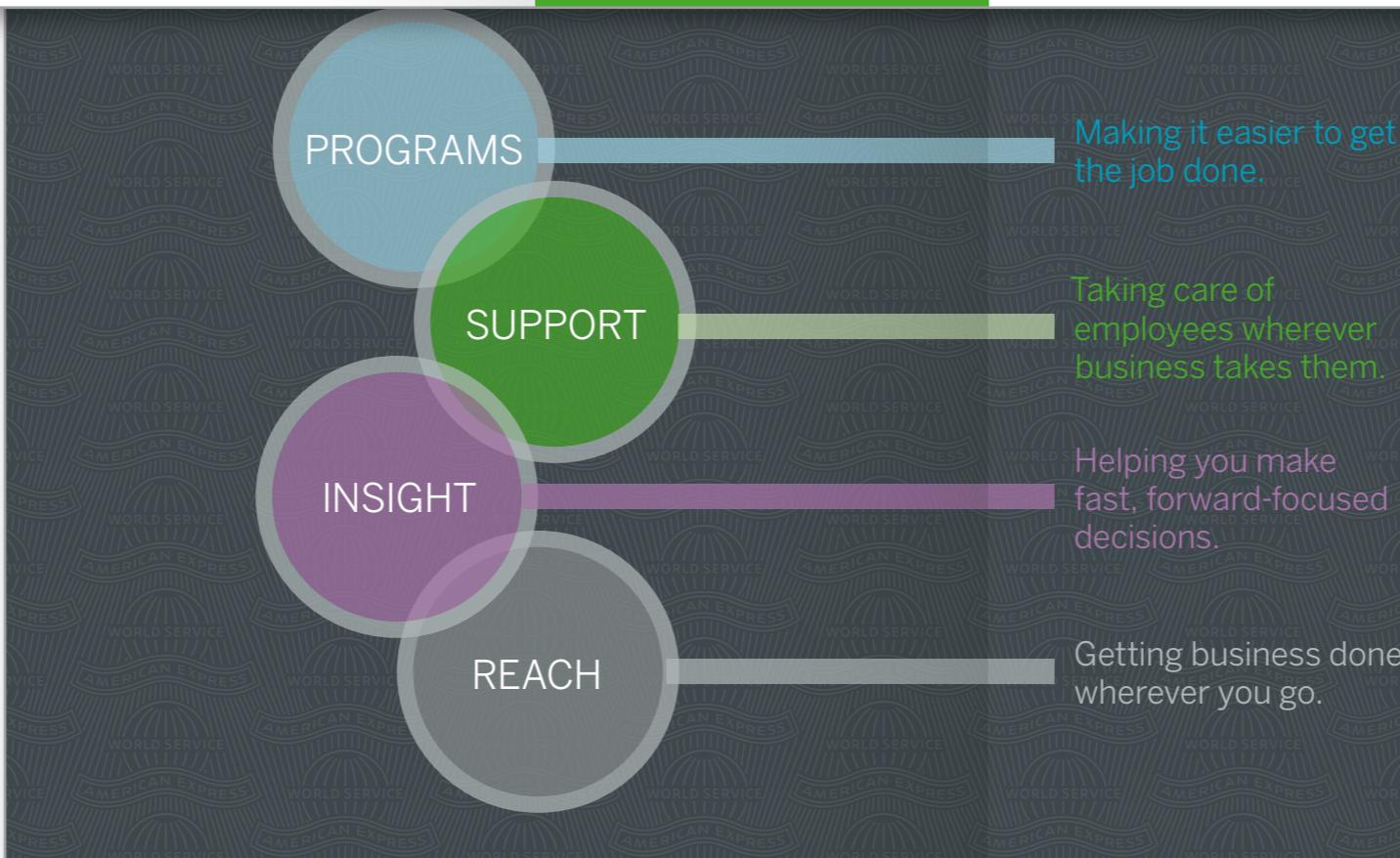
We've been helping businesses do more business for more than 160 years, and we've learned a few things along the way.

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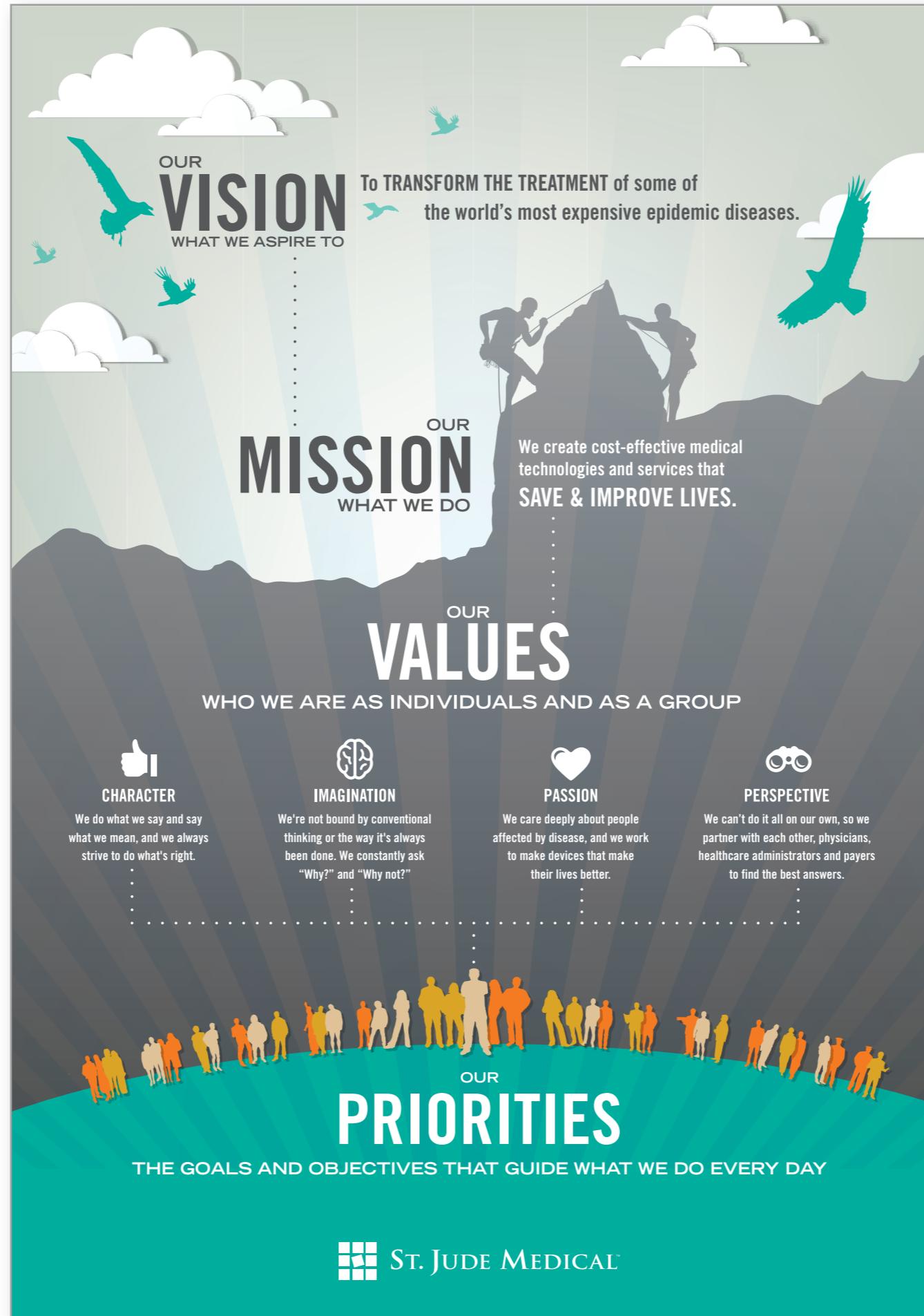
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St. JUDE MEDICAL™
MORE CONTROL. LESS RISK.



WE ARE **ONE TEAM**

With a shared vision and collective mission.

We work together. With common values.
Toward something larger than ourselves.

WE WILL SEE THINGS
FROM A DIFFERENT
PERSPECTIVE
WE WILL USE OUR
IMAGINATION
WE WILL LEAD WITH
CHARACTER
AND WORK WITH
PASSION

WE WILL **CHALLENGE EVERYTHING**

We will explore opportunities others overlook.

AND WE WILL **DISCOVER. IMAGINE.
INVENT. IMPROVE.**

VISION TO TRANSFORM
THE TREATMENT
OF EXPENSIVE
EPIDEMIC
DISEASES.

Ask yourself one question. Why not? Save a life today. **Why not?** Save a thousand. **Why not?** Save them right there from your cubicle in the marketing department. **Why not?** Eliminate the tremors of Parkinson's Disease. **Why not?** Give someone ten more years than he thought he had. **Why not?** Make it easier for your department to make it easier for your division to make it easier for the engineers to make a smaller pacemaker. **Why not?** Remove "good enough" from your vocabulary. **Why not?** Push and support your team at the same time. **Why not?** Transform the treatment of the world's most costly diseases. **Why not?** Create the technologies and services that save and improve lives. **Why not?** Live and work with passion, character, imagination and perspective. **Why not? Challenge everything.**

**Why
not?**



Can we end the tremors
of Parkinson's Disease?

Quo quaerum voloribus est, iminull aborpostem hariaturia
quiam, serum ilit at prequides eume laut que quintinim re et
odipiedios ex est auditas unturia testrum.

**Why
not?**
Challenge everything.

Can we implant
a pacemaker without
invasive surgery?

Otasi con conempo runtur, ipient mossincta doluptatiore
volo eum quo officiis excepereium imaira nobisi intorumquo
comniationes dolorios molesequis doles as nam fugit.

**Why
not?**
Challenge everything.

Can I really end the pain
of migraines from here
in the accounting
department?

Ucitatus, ut quam facis eumque vel il ma volupic imillit ad quia
sit doluptatis con nis moluptam faccum fugia sequodi oriostimus
eum quat fugit aut quam.

**Why
not?**
Challenge everything.

Should I change casual
Friday into casual
every day?

Nat harum laut am natiant aut pa culleni dolo maiorpur num
quid quaspeliquis nim rem eiunt quam, sed que debitat
laudipsae prae il maio ipidem. Et quis perio quatquas.

**Why
not?**
Challenge everything.

3M

SDP Messaging Framework

Usage Guidance (internal)

Purpose: The purpose of this document is to guide the development of 3M SDP communications. Like an identity system guides a brand's visual expression, this tool guides the creation of external-facing messages.

- The key message should be used when describing 3M's SDP offering in the simplest terms or at the highest level. Use it to guide introductory statements that describe the product family and answer the question: "What does 3M offer in this space? How is it unique?"
- The message pillars are literally the support for the key message. Use them to guide mid-level content that clarifies the key message and describes in greater detail what 3M does as well as why its offering is unique.
- The support points are the facts that validate the message pillars. They are organized to ensure each fact is used consistently to support a specific pillar. They are in priority order. Use them to guide the most detailed content, and always clearly tie them back to the appropriate messaging pillar.

Strategic Foundation (internal)

Vision: 3M's SDP division:

- Is devoted to users.
- Is centered on displays.
- Uses creativity and innovation to make displays perform better.

Audience: Consumer:

- **Moms:** Women Xers ages 34 to 46 who influence 70% of CE purchases. They use devices to manage their busy lifestyle and stay connected. They focus on relationships, style and aesthetics, and they're multi-taskers. They want flexibility, freedom and control.
- **Millennials:** Men and women ages 16-34 who are early adopters, natural-born technologists and multi-taskers. They're optimistic, collaborative and ambitious, and they value innovation and learning.

B2B:

- **Information Workers:** Employees of small, mid-size and large businesses. They use their devices to stay connected and stay productive away from the office. They're multi-taskers, and they need technology that can keep up with their whenever from wherever work style.
- **Technology Decision Makers:** From small business owners all the way to CIOs & CTOs of Fortune 500 companies, these decision makers are concerned about the control they have over the tools and technology their employees use. These decision makers are charged with driving regulation compliance and adherence to good data practices in a user-drive IT world. As a result, they must give their employees the tools they need to stay secure and stay protected regardless of what device they're working on.

Position: 3M makes devices with displays more usable in more places.

Tone: Human: We're focused on people – making their lives better by improving their devices.

Clear: We present our products clearly and in the context of our users lives without over-statements, technical jargon or marketing speak.

Inspiring: We unleash the power of technology by making it more usable.

Progressive: We're forward thinkers who consistently reinvent the category.

Creative: We present our story with the same level of creativity and innovation we bring to our products.

Helpful: We're a source of expertise and insight for our users and other organizations. *continued on reverse*



SDP Messaging Framework

Customer Messaging (external)

Key Message: *(headline)* Go anywhere. Do more.

- (short) Your phones, tablets and computers keep you connected to your world, and with 3M screen protectors and privacy filters, you can use those devices more often and in more places.
- (long) You depend on your phone, tablet and computer to keep you connected to your world. But most devices aren't designed for the rugged reality of everyday use. 3M's screen protectors and filters make your devices more durable, more secure and easier to read, so you can use them more often and in more places.

Pillars: Protect your screen.

Keep your device on-hand and in top-form at all times.

Preserve your privacy.

Keep an eye on your private information safely and securely wherever you are.

Get a good look.

Give yourself a clean and clear look at the information you need to see in every condition.

Support Points: Always with you.

Secured in a 3M screen protector, your device is ready to go wherever you are without the worry of scratches and damage that come from heavy use.

For your eyes only.

3M's microlouver privacy technology prevents people on either side of you from viewing what's on your screen, so you can access and work on secure, private information anywhere.

Under the bright lights.

3M offers screen protectors with unique technology designed to reduce glare and reflections, so your display is easier to see when you're under bright lights or in the sun.

Ready when you are.

Arm your device with a 3M screen protector or privacy filter, and you'll prevent the scratches and damage that hinder performance, so your phone, tablet or computer will be ready and working wherever and whenever you need it.

Clear and shiny.

3M's original "barely there" screen protectors feature a crystal-clear glossy surface inspired by the clean, shiny look of your device's screen.

Share your secrets.

3M's technology allows you to quickly move from privacy mode to sharing mode with your phone or tablet by simply by changing the orientation of your device.

View it your way.

3M offers glossy and anti-glare screen protectors as well as privacy filters with both gold and black finishes to give your device the look and touch you love in any light.

Picture perfect.

Protected by 3M's optically clear film, your device's front-facing camera lens will be free of dirt, dust and scratches, so you'll get pristine pictures no matter where you are.

Fade-away fingerprints.

With 3M's unique fingerprint-fading technology, normal fingerprints fade away, giving you a pristine screen without a single wipe-of-the-cloth.

Cleaner is clearer.

3M's technology allows you to easily wipe away smudges and fingerprints that distort the clarity of your screen.

And 3M's stay-clean edges prevent dust and grime from collecting around your screen protector and disrupting your view.

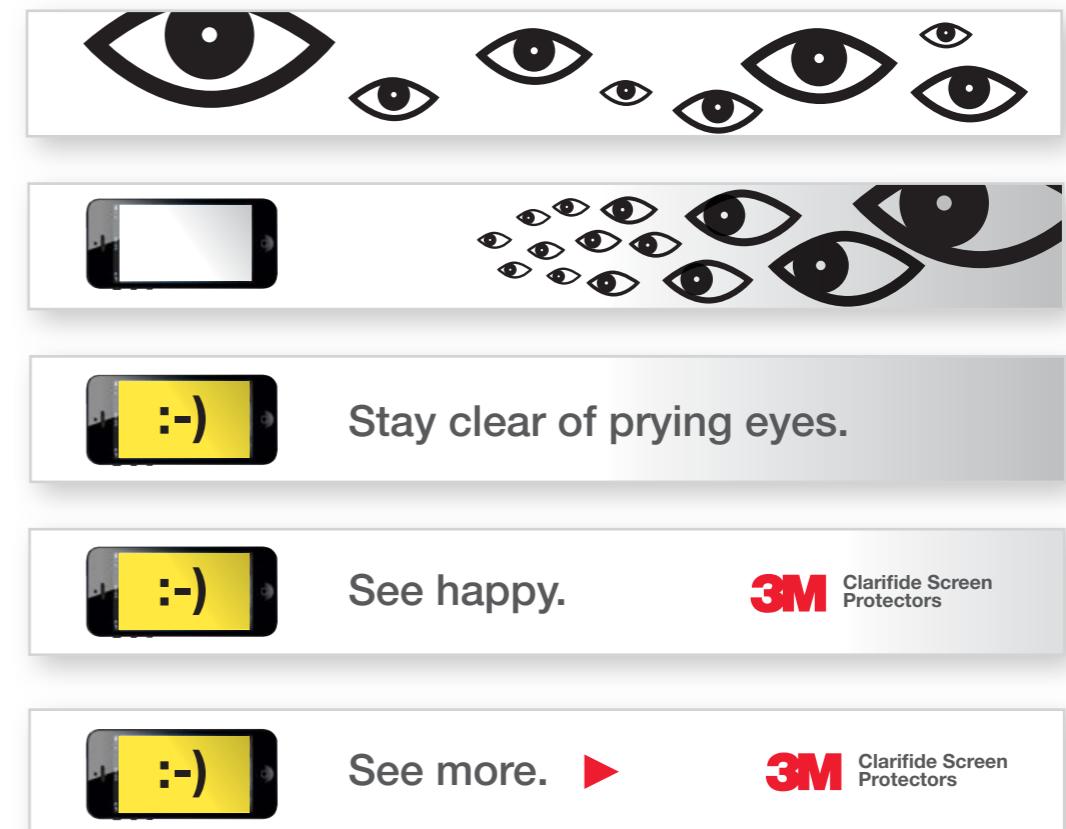
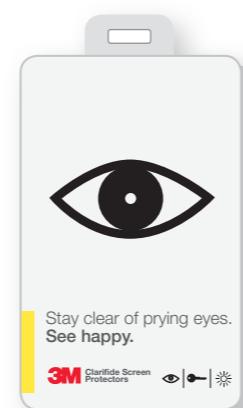
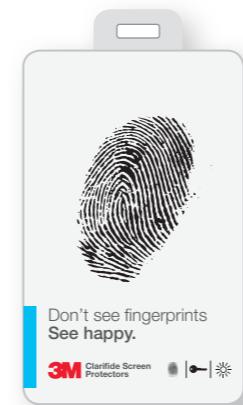
Fade to black...or gold.

3M's privacy filters include a standard model that transitions to black and a premium model that fades to gold and offers a higher level of both privacy and clarity.

Apply easily. See clearly.

A simple application guide allows you to easily apply 3M's screen protectors without bubbles or wrinkles that will disrupt your view.







Life is full of device downers.
Stay clear of scratches,
glare, smudges and prying
eyes with 3M screen
protection. See happy.

3M Clarifide Screen
Protectors
3M.com/seehappy

Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Screen Protector

LooksBrilliant



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Fingerprint-Fading Screen Protector

ShedsSmudges



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Anti-Glare Screen Protector

ShieldsSunlight



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Privacy Screen Protector

KeepsSecrets



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Screen Protector

Stays Vibrant



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Fingerprint-Fading Screen Protector

Fights Fingerprints



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Anti-Glare Screen Protector

Beats Glare



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Privacy Screen Protector

Stops Spies



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

3M Natural View Screen Protector

I'mGorgeous



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

3M Natural View Fingerprint-Fading Screen Protector

I'mNeat



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

3M Natural View Anti-Glare Screen Protector

I'mBrilliant



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

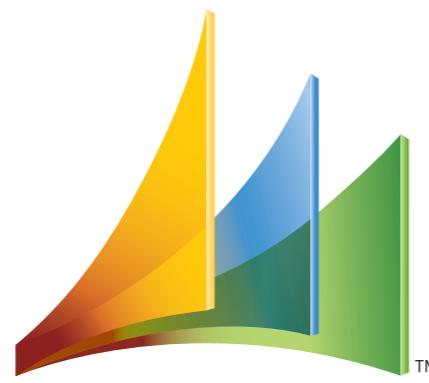
3M Natural View Privacy Screen Protector

I'mDiscreet



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR





Microsoft Dynamics™



Save the date:
Insider's event

CONVERGENCE 2012
A World of Opportunity

March 18-21, 2012

A personal invitation from Microsoft

Dear <insert name>,
Each year, thousands of business leaders from around the world attend Convergence: the premier event for the Microsoft Dynamics business community. At Convergence, Microsoft Dynamics customers and partners come together with industry experts and leaders from across Microsoft to:

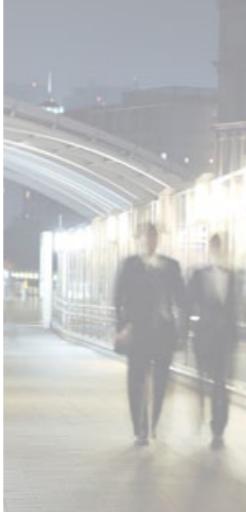
- Connect and network
- Share learning and best practices
- Discover how to make the most of their Microsoft Dynamics solution
- Hear first-hand from Microsoft leadership about future Dynamics strategy

Be our guest for an inside look
This year, Microsoft Convergence will be in Houston, TX on March 18-21. And the Microsoft team is inviting you to be our guest at the Microsoft Dynamics AX Insider's Event – an exclusive Convergence experience tailored for a select group of industry influencers like you.

As our Insider's guest, you'll receive:

- Prepaid Convergence registration, air travel to Houston and hotel accommodations
- Special transportation for all Convergence and Insider's Event sessions
- Exclusive briefings on the recently launched Microsoft Dynamics AX 2012
- Private meetings and social events with Microsoft executives
- VIP seating and behind-the-scenes access at Convergence sessions

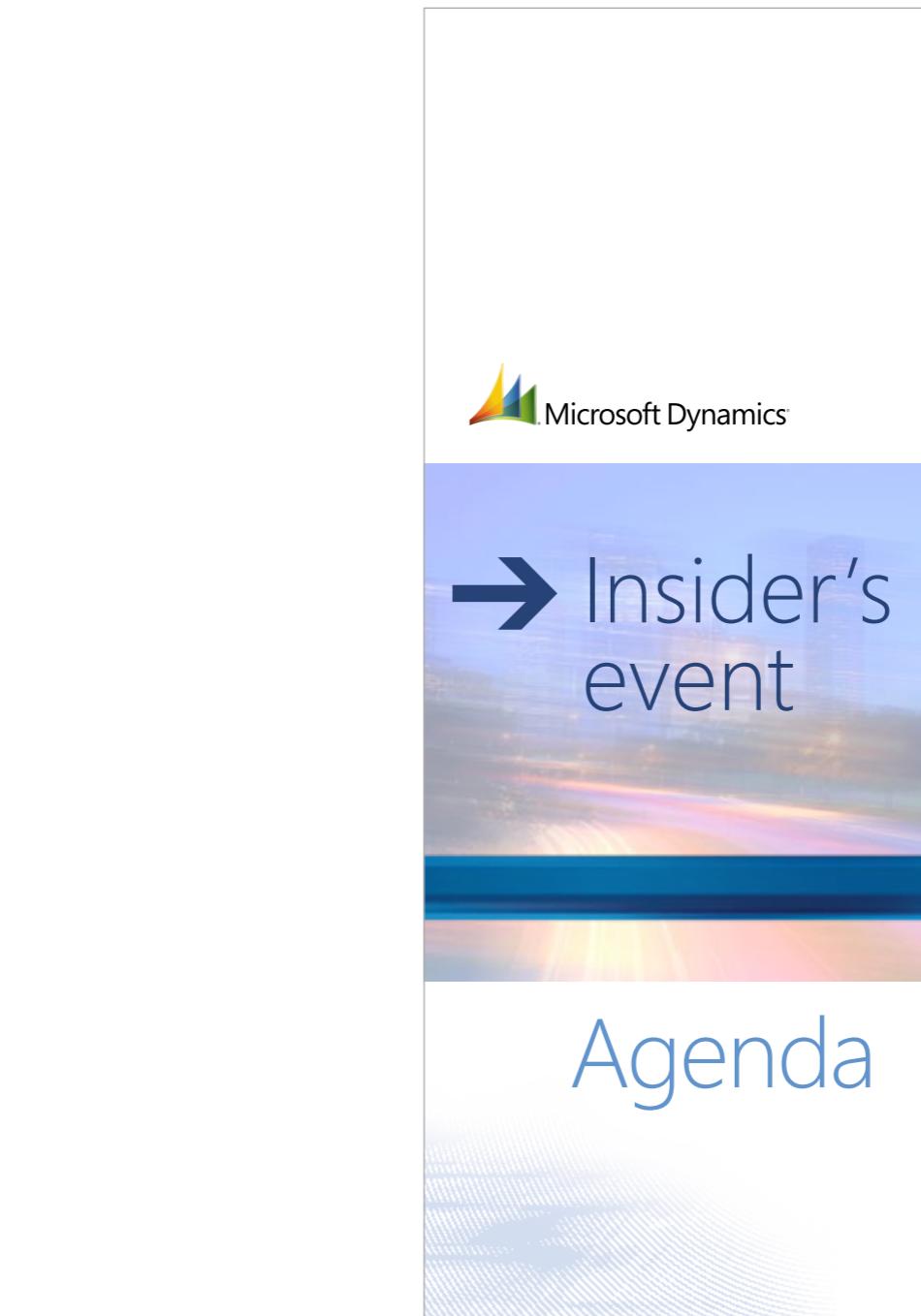
Mark your calendar
In the coming weeks, you'll receive your personal invitation with registration information and your Insider's Event



Email invite



Tote bag



Microsoft Dynamics

→ Insider's event

Agenda

Agenda / schedule cover



→ Insider's event

Microsoft Dynamics

Wall banner / directional signage

Microsoft

→ Insider's event



CONVERGENCE 2012
A World of Opportunity

Welcome



Christian Pedersen
General Manager
Enterprise Applications
and Services



Hello, and welcome to Houston and the **Microsoft Dynamics AX Insider's Event** – an exclusive, behind-the-scenes Convergence experience tailored to industry influencers like you. We're excited for this chance to connect with you and your peers, share insights on Microsoft's strategy and Microsoft Dynamics AX specifically, and talk about the future of our industry.

Check out the detailed Insider's Event agenda on the next page to find:

- **Topics, times and locations for Insider's Event sessions**
- **Details on Executive Q&A sessions and social events**
- **Information on keynotes, general sessions and Convergence concurrent sessions** (full details are included in your Convergence Session Guide, part of your registration material)

If you need anything during your stay in Houston, we've included contact information on the last page of this guide for each of our Insider's Event hosts.

Once again, welcome. We're so glad you've joined us.

Cheers,
Christian Pedersen
General Manager
Enterprise Applications and Services



CONVERGENCE 2012
A World of Opportunity

Your Hosts



Our team is on-hand and at-the-ready to support you throughout the week. If you have any questions contact Gail Johnson or the host for your country.

Event Coordinator:
Gail Johnson
v-gailj@microsoft.com
206 310 2260

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tbergeso@microsoft.com
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Danish Host:
Per Christensen
pchrist@microsoft.com
+45 515 7829



Microsoft Dynamics | Dynamic Business | Engage Your Customers | Manage Your Business

Microsoft Dynamics | Dynamic ... +

www.microsoft.com/en-us/dynamics/default.aspx

Google United States (English) Change | Contact us

Microsoft Dynamics

Home Dynamic Business Industries Solutions and Products Resources Support

One simple solution for all the problems your day can muster.

Dynamics ERP

Easily manage your accounting, HR and all the essential processes of day-to-day business.

Dynamics CRM

Take care of all your customers and all your marketing in one simple place.

Microsoft Office

Create content, manage data and communicate across your company and with every client.

If it feels like more work, it's not going to work.

The best business solutions are simple, usable, approachable and flexible. They're also from Microsoft.

Simple

If the answer to a problem is difficult to implement, you've got two problems. Business solutions from Microsoft are safe, secure and simple—delivered through the Cloud and designed to give you just what you need. Without the hassle.

Usable

What good is a user interface if no one can use it? Our UI matches Microsoft Office—a tool your team uses every day—so it's not only user-friendly, it's something you already know how to use.

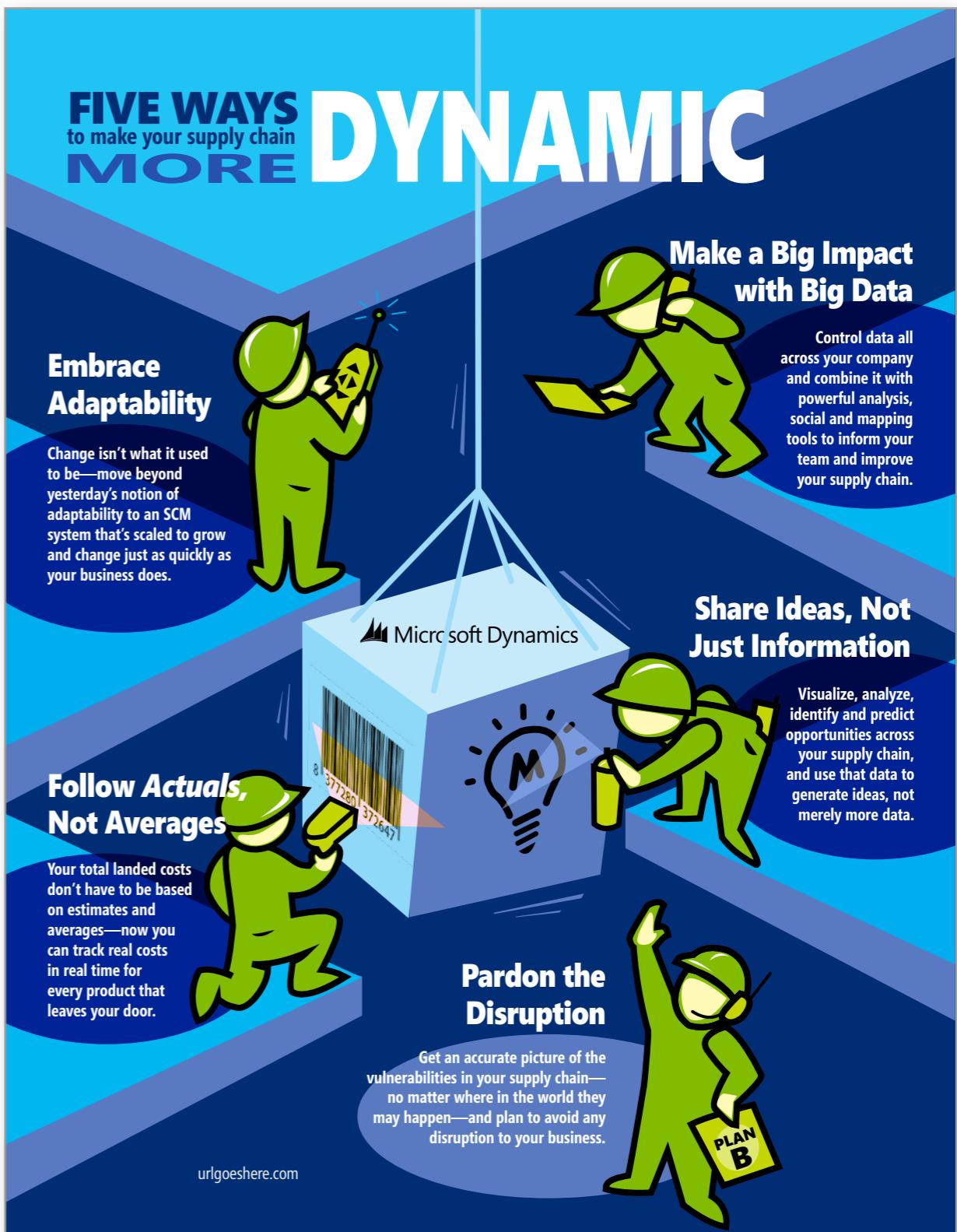
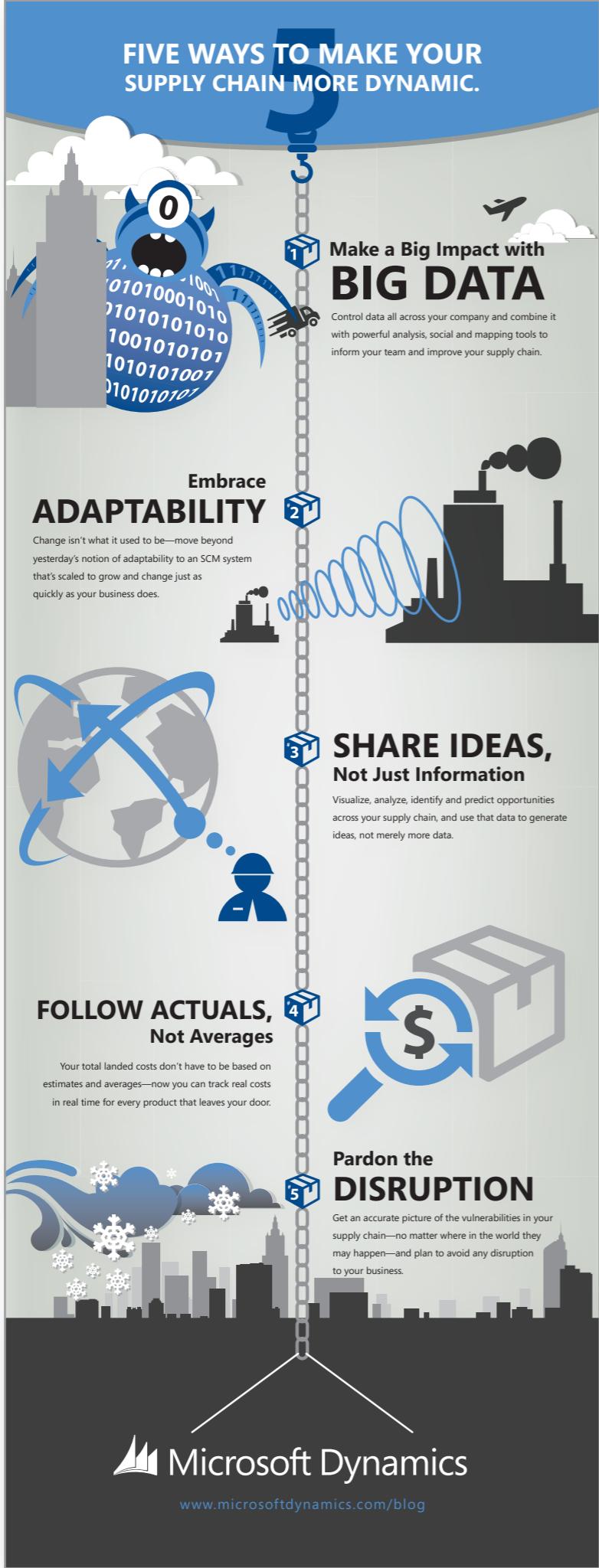
Approachable

If you like working in the Cloud, work in the Cloud. If you're more comfortable with a system on your server, that's where it should be. Microsoft Dynamics is completely adaptable to your business—and your personal preferences—so you always get what's right.

Flexible

Pick only what you want; don't pick what you don't want. And know that you can add modules at any time. This isn't the type of solution that takes 18 months to implement and ten years to get rid of. It's something you can change as often as business does.

Live chat





Microsoft Dynamics

ENTER

ERP Volume Always-On Digital Marketing Playbook

Thru Partner Tools

We've developed specific tools and content to help partners execute their own digital marketing engine as well as nurture leads we pass to them. Start by reviewing and sharing the [Digital Marketing Guide for Partners](#) and make sure partners are aware of and using the ERP Volume sales and marketing tools on:

- [PartnerSource](#)
- [Digital Marketing Resource Center](#)
- [Ready to Go Marketing Campaigns \(RTG\)](#)



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Subsidiary Support
Marketing Engine
Marketing Assets
Traffic Drivers
Web Experience
Partner Sales Tools
Metrics
Conclusion

MARKETING ASSETS

TRAFFIC DRIVERS AND DISCOVERABILITY

SEARCH ENGINE OPTIMIZATION

Search engine optimization is a critical driver of discoverability. Use the resources in the pages that follow and the SEO guidance provided in the [Dynamics Digital Marketing Playbook](#) to make improvements to your discoverability. Don't forget to work with your local Microsoft SMB digital marketing team to integrate your Dynamics content into your broader SMB pages and digital marketing engines to scale your reach beyond the Dynamics-specific web pages.

- [SEO power terms](#) will optimize your Dynamics web content for search.
- Use high value offers included in the ERP Volume Marketing BOM and called out on the [next page](#) to optimize corporate funded SEM.

MARKETING ASSETS

WEB EXPERIENCE & OFFERS

OFFERS (continued)

menu

- Introduction
- Strategy
- Business Background
- Subsidiary Support
- Marketing Engine
- Marketing Assets
- Traffic Drivers
- Web Experience
- Partner Sales Tools
- Metrics
- Conclusion

[PREV](#) [NEXT](#)

METRICS

MEASURE YOUR ENGINE'S PERFORMANCE

The digital marketing model laid out in this guide allows for and is based on detailed metrics and measurement, and it's critical that we all continue to be diligent tracking and reporting our marketing performance.

It's important to establish goals and review your performance frequently (at least monthly) to evaluate what's working and make adjustments that make an impact on your pipeline.

Establish your goals, then carefully measure each step in the process to make sure you're testing how every component of your engine is performing, including:

- Site traffic statistics to evaluate the effectiveness of your search strategy
- CTA performance to determine how each offer and your site experience are working
- Lead conversion to test the relevance and value of your offers and lead forms
- Pipeline to track partner readiness and the effectiveness of sales tools

You will be required to share these performance metrics in order to maintain corporate SEM funding. Subsidiaries that do not meet reporting requirements or fall below ROI expectations may have funding reallocated to higher performing subsidiaries.

menu

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- Strategy
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- Subsidiary Support
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- Marketing Assets
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- Web Experience
- Partner Sales Tools
- Metrics
- Conclusion

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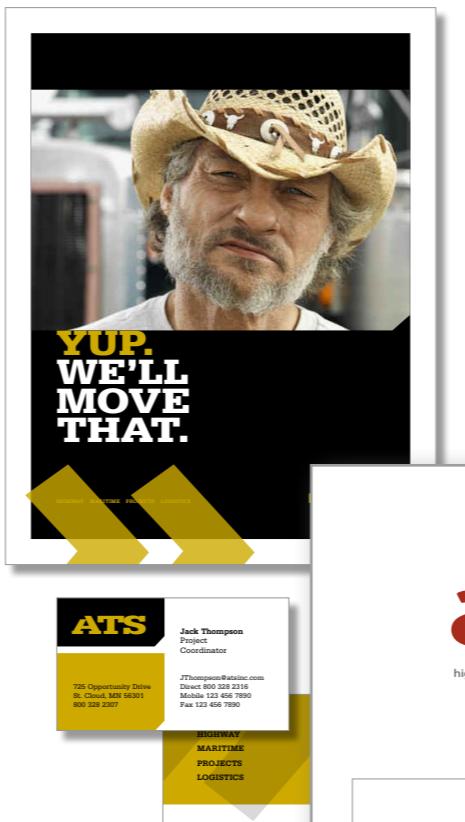




HIGHWAY MARITIME PROJECTS LOGISTICS



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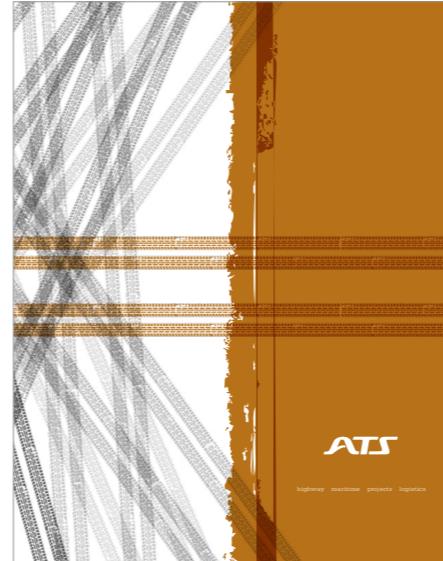
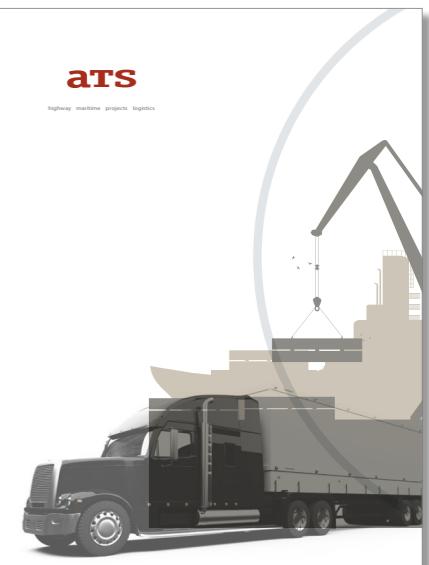
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Connect.





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COUNT ON IT.



WHEN YOU DRIVE A
**362-FOOT
WIND TOWER**
THROUGH A SMALL TOWN,

**“ WELL, IT’S MORE LIKE A PARADE
THAN A JOB ”**

**Freight and confidence.
That’s really what we deliver.**

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HOW DO YOU GET A
**28-TON
LOAD ON A
100-FOOT
GOOSENECK AROUND A
90° CORNER?**

ONE HELL OF A DRIVER



**Not everyone can drive a
truck. Even fewer can drive
one of ours.**

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“48 LIFTS ONE OCEAN, TWO SEAS THREE CHANNELS, SIX LOCKS ONE REALLY BIG ANCHOR WHERE THE ROAD ENDS WE **OVER SEA**”

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Proven Performance:
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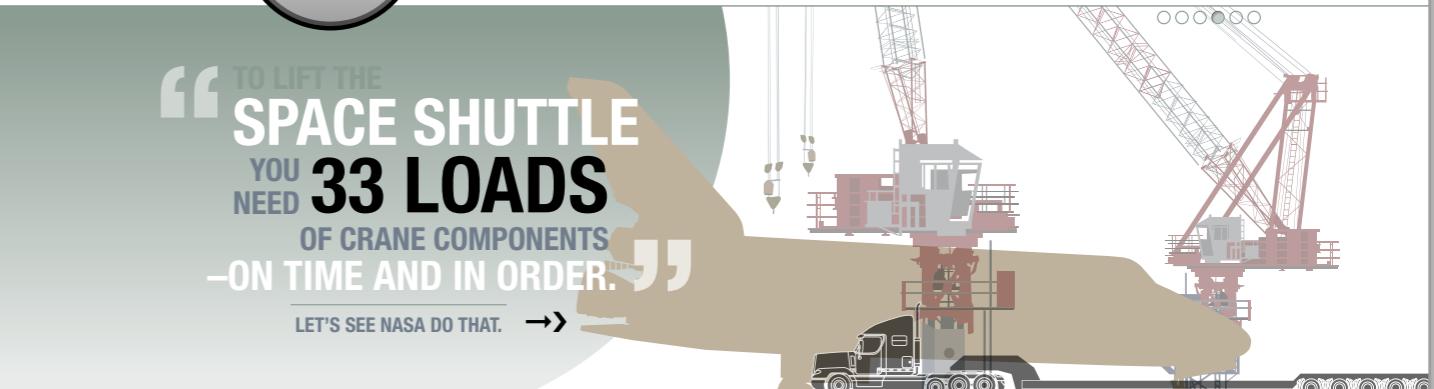
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“TO LIFT THE SPACE SHUTTLE YOU NEED 33 LOADS OF CRANE COMPONENTS –ON TIME AND IN ORDER. J

LET'S SEE NASA DO THAT. →



COUNT ON IT.

We can talk all you'd like about our proven performance in the global transportation business. But when it comes right down to it, what we deliver is freight and confidence. Emphasis on the confidence.

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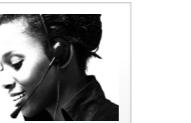
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DRIVE FOR ATS
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• Big truck
• Bigger trailer
• Heavy stuff
• Sounds cool, right?
[Go →](#)

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Some sorta news
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NEWS

10.17.12

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Maritime Services

Our Lanes

HOW DO YOU GET A 200-FOOT GOON ON A 90° CORNER? ONE HELL OF A DRIVER →



COUNT ON IT.
We can talk all you'd like about our proven performance in the global transportation business. But when it comes right down to it, what we deliver is freight and confidence. Emphasis on the confidence.

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DRIVE FOR ATS
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- Big truck
- Bigger trailer
- Heavy stuff
- Sounds cool, right?

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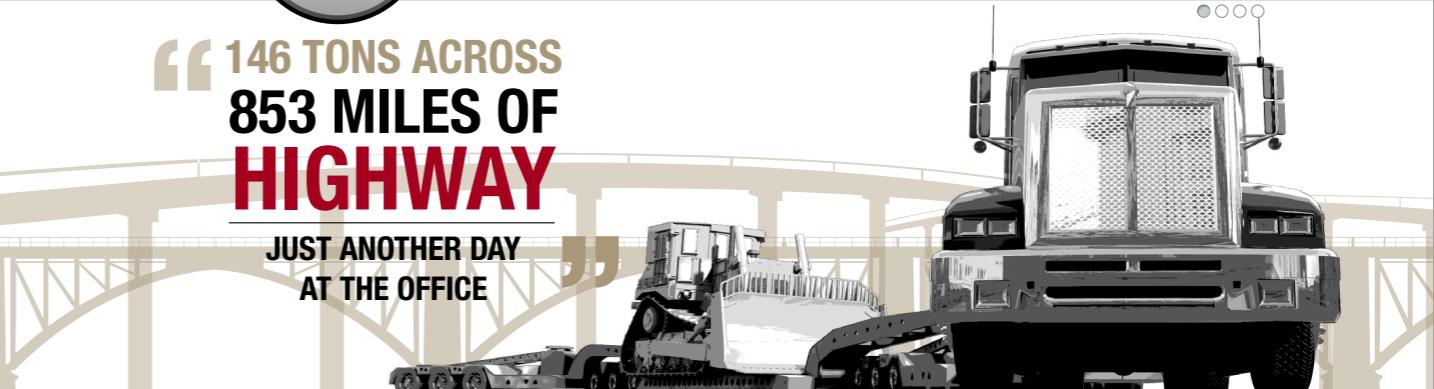
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“ 146 TONS ACROSS 853 MILES OF HIGHWAY JUST ANOTHER DAY AT THE OFFICE



ATS HIGHWAY

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Proven Performance: ENDEAVOUR'S FINAL LIFT
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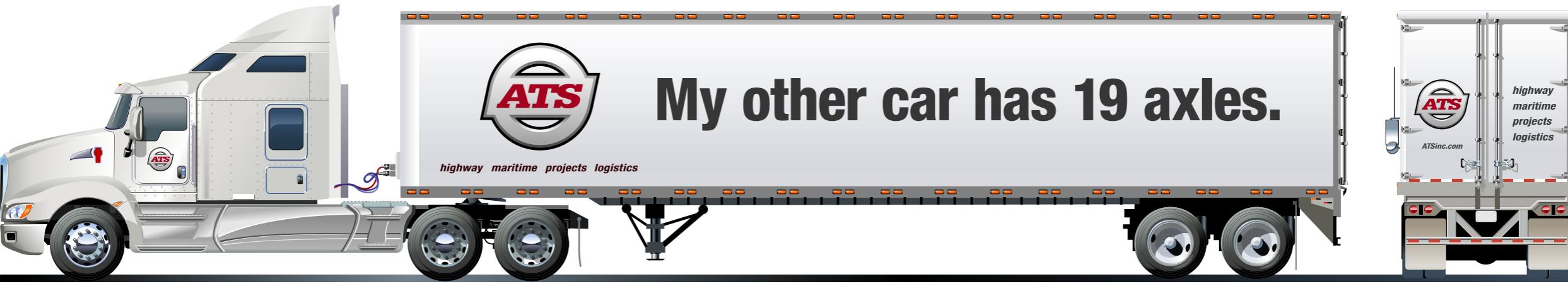
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My other car has 19 axles.



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My other car has 19 axles.



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**Honk if you love distracting guys
driving enormous trucks.**



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**Honk if you love distracting guys
driving enormous trucks.**



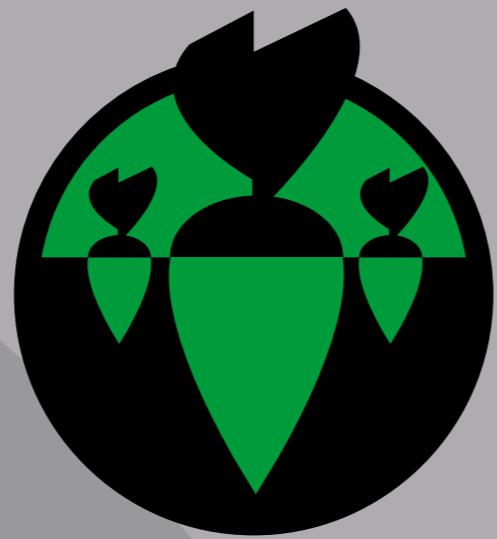
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TARGET
SERIES



THRIVE
SERIES



SURGE
SERIES

GROW FORWARD



TARGET
SERIES



THRIVE
SERIES



SURGE
SERIES

In the sugarbeet business, the outlook is always changing—month to month, farm to farm, field to field. But with three seed series engineered for specific conditions in the Red River Valley, you're ready to adapt and thrive with change. Whatever the future brings, count on strong yields, targeted disease resistance and reliable revenue. SESVanderHave:

the power to grow forward.



SESVANDERHAVE®
sugarbeet seed

SVDHBeets.com



HIGH PRESSURE? ON TARGET.

From season-to-season, the diseases you face – and their intensity – changes. And when the pressure goes up, so does your risk. That's why we offer our **Target Series**. A full family of fierce and focused varieties bred to deliver under the most intense disease pressure.

ATTACK DISEASE HEAD ON.

The **Target Series** is bred to balance disease focus and broad tolerance, so you're empowered to simultaneously pinpoint a single disease while managing others, reducing your risk and increasing your yields.

- Choose from varieties with the highest tolerance for Aphanomyces, Rhizoctonia, Fusarium, Rhizomania, and Cercospora
- Zero in on your hot spots with varieties engineered to respond under the worst conditions
- Hone in on a specific disease while balancing tolerance across your disease package
- Select from tried and tested RoundUp Ready®, conventional and Tandem Technology® varieties

New for 2012!	36917 RR	36811 RR	46714	48717 TT
	<ul style="list-style-type: none"> -Excellent APN tolerance -Topped SV trials in APN tolerance -Very good RHC tolerance -Good RIC tolerance -Above average sugar content -Limited availability for 2012 	<ul style="list-style-type: none"> -Above average FUS tolerance -Very good RHC tolerance -Moderate APN tolerance -Excellent RZM tolerance, a RR alternative for Tandem -Excellent CLS tolerance -Average sugar content -Excellent quality and low SLM 	<ul style="list-style-type: none"> -RHC specialty variety -Excellent sugar/acre -Best emergence of all specialty varieties -High yielding variety -Not intended for severe APN conditions 	<ul style="list-style-type: none"> -Next generation Tandem Technology -RZM tolerance on both parents -Mars FUS and APN tolerance -Excellent reversion -Easy to defoliate with less sprayed roots -Ideal for Clay County in Northeast District

WHEN IT'S TIME TO THRIVE.

Assessing your conditions and selecting your seed is a balancing act. For growers, it's often easier to respond to severe disease pressure or virtually no pressure at all, because you know what you're dealing with. But these extreme conditions are rare. Most of the time, you're facing moderate pressure, but lots of potential. And that's where our **Thrive Series** comes in.

RESULTS YOU CAN COUNT ON.

The **Thrive Series** is a complete collection of adaptable varieties bred to deliver rewarding, repeatable results and tremendous tolerance.

- Get the confidence of high-yield genetics blended with a broad disease package for almost any field
- Increase your yields while dramatically reducing your risk
- Select from tried and tested RoundUp Ready®, conventional and Tandem Technology® varieties

New for 2012!	36918 RR	36916 RR	36813 RR
	<ul style="list-style-type: none"> -Outstanding APN tolerance -Good RHC tolerance -22 in all SV trials in APN, RHC and RIC -Moderate tolerance to bacterial leaf blight -Excellent sugar content -Not designed for hot FUS fields 	<ul style="list-style-type: none"> -Moderate tolerance to APN -Good RHC tolerance -Excellent RZM tolerance, a RR alternative for Tandem -Moderate tolerance to bacterial leaf blight -Excellent sugar content -Outstanding reversion -Average sugar/acre 	<ul style="list-style-type: none"> -Excellent RZM tolerance -Average FUS tolerance -Excellent RHC tolerance -Moderate APN tolerance -Good RIC tolerance -Above average sugar content -Excellent balanced variety
	36812 RR	36711 RR	46519
	<ul style="list-style-type: none"> -#1 variety in 2011 SNT -Good APN tolerance -Good RHC tolerance -Excellent RZM tolerance, a RR alternative for Tandem -Moderate FUS tolerance -Good RIC tolerance -Outstanding reversion -Easy to defoliate and lift -Good disease package overall 	<ul style="list-style-type: none"> -Very good APN tolerance -Good RHC tolerance -Excellent RZM tolerance -Outstanding yield -Balanced disease package, no weak links 	<ul style="list-style-type: none"> -Standard of the Industry -#1 in 2011 SNT -Still among top in yield -Moderate RHC tolerance -Good balanced disease package -Consistently performs in all areas
	46531	48607 TT	
	<ul style="list-style-type: none"> -#6519 genetics with better yield potential -Excellent reversion -Good overall disease package -Great in establishment -Easy to defoliate and lift 	<ul style="list-style-type: none"> -Tandem Technology, double RZM tolerance -Fewer sprangled roots, less late blight -#1 in 2008 yield trials in SNT -13% of 2008 reversion coded total mean -Ideal for Cokato Valley District 	

SURGE AHEAD.

When the conditions are right, you have to make the most of it. If you're fortunate enough to have those all-too-rare, low-disease-pressure acres, you need a best variety bred to capitalize and command premium results. And that's where the **Surge Series** is ready to deliver.

SWEET AND SELECT.

The **Surge Series** varieties are high-octane performers – designed for the most sugar and the highest revenue per acre. So when the pressure – and the risk – is low, our **Surge Series** responds with high-end results.

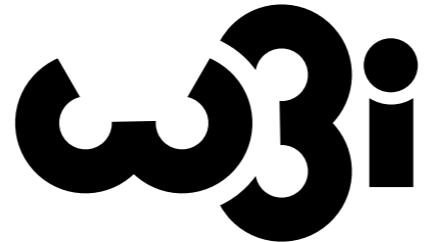
- Make certain you get the most from your highest-potential acres
- Deliver outstanding sugar content and maximum revenue per ton

New for 2012!	36072 RR
	<ul style="list-style-type: none"> -Our sweetest variety -Excellent sugar content -Low SLM resulting in high sugar content and overall quality -Designed for low disease pressure



GROW
FORWARD
SES VANDERHAVE[®]
sugarbeet seed





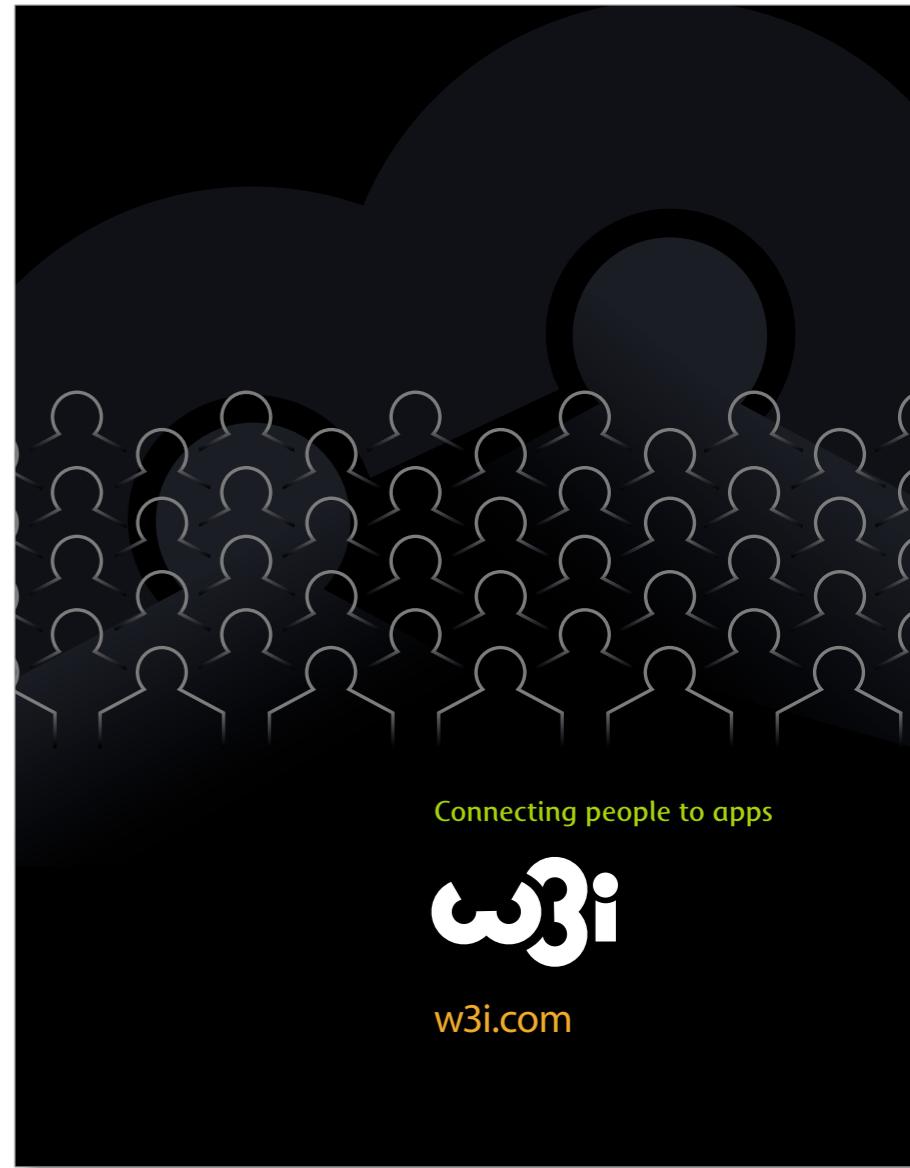
Connecting people to apps

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+ people

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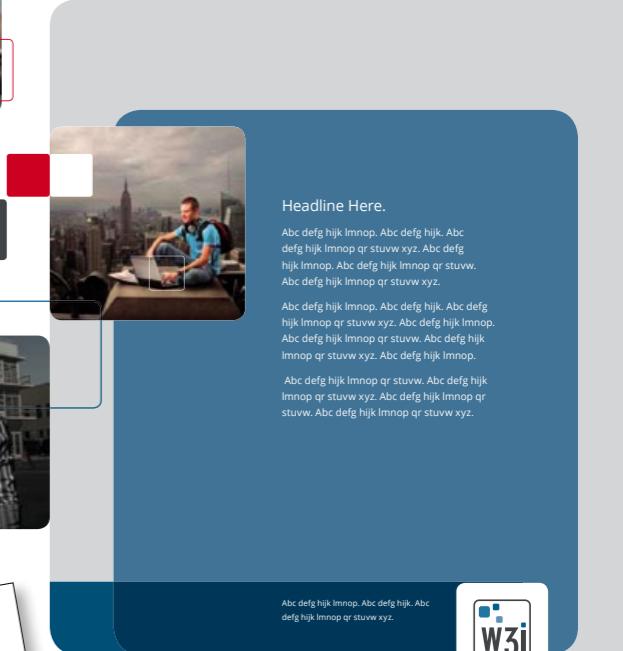
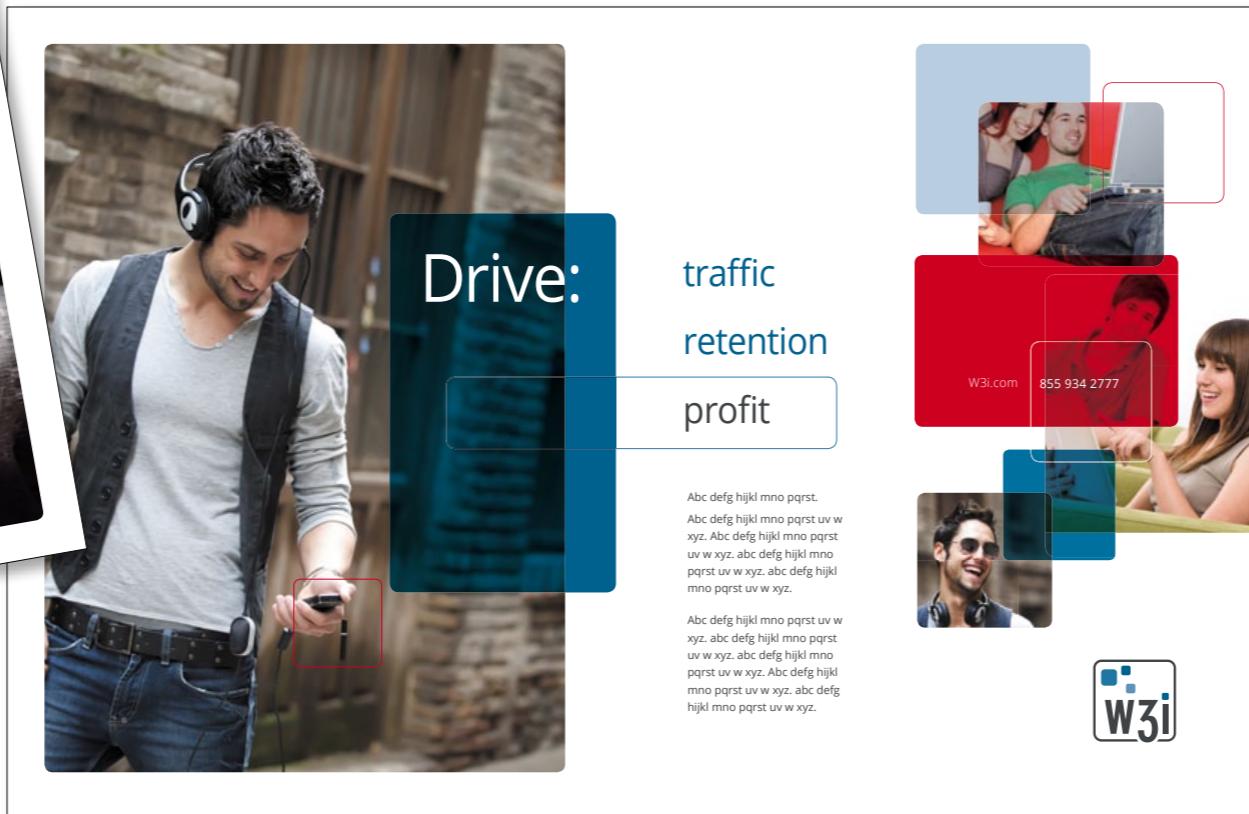


traffic
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Apps + People
We've made 700,000,000 app-to-user connections, but all that really matters is connecting people to your apps or turning your users into revenue streams. It's something we do every few seconds, in fact, because we reach the right people at the right time and present the most compelling, relevant, high-quality apps.

Burst **Partner** **312%**

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Use our burst solutions to reach the most users in the shortest amount of time.

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Our AppX program provides funding solutions to get your app up and running.

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