

## **Press Release**

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### **For Immediate Release**

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### **Industry Grant Received to Develop Novel Insect Control Products**

Inscent, Inc. has received a grant from the California Citrus Research Board (CRB) to develop highly efficient, environmentally responsible attractants and repellents for insect pests of citrus. Insect pests pose a major economic threat to the citrus industry by significantly affecting the quality and quantity of fruit. Large insect populations adversely affect citrus trees, resulting in lower yields and long-term accumulated damage while limiting the marketability of fruit.

Inscent, Inc. has employed cutting-edge research to develop a series of platform technologies enabling the rapid development of non-toxic, highly efficient insect pest control products, each targeted against a specific insect species. This product development strategy is in accord with increasingly stringent state and federal legislative trends and addresses the general public's concern regarding toxic pesticide use. Inscent's products do not harm the environment, do not interfere with integrated pest management strategies that may already be in place, and do not harm humans, pets, or even beneficial (*e.g.*, predatory) insect species. Inscent's platform technologies utilize the latest developments in molecular genetics, genomics, and bioinformatics to design advanced, environmentally responsible insect pest control solutions.

The Citrus Research Board administers the Citrus Research Program under authority of the State of California Secretary of Food and Agriculture. Inscent's proposal for the development of novel repellents and attractants for insect pests was enthusiastically received by the Citrus Research Board's review panel, and the agency has agreed to fund research and development work that will be carried out at Inscent's laboratory in Irvine, California. Inscent, Inc. continues deployment of its platform technologies in this project while maintaining its wide development base, that includes products for agricultural, public health, public safety, and domestic applications.

Inscent, Inc. is also focused on developing novel pest control products against disease-carrying mosquitos, including the vector for malaria and West Nile virus. Inscent's work and technologies have resulted in numerous collaborations with scientists at government, academic, and industry institutions around the world.

Inscent, Inc. is pioneering the use of the latest scientific advances in the development of environmentally responsible insect pest control products. Inscent is committed to replacing the current generation of toxic insect control products with a series of environmentally safe behavioral modifiers that are uniquely targeted to individual pest species. Inscent's solution to the insect control problem utilizes odor specific behavior from insect pests and focuses on exploiting previously overlooked classes of molecules to develop a revolutionary new pest control paradigm.