

**Erez Vigodman appointed as CEO of Makhteshim Agan  
alongside Avraham Bigger as Executive Chairman**

**MA Industries announced today that Mr. Erez Vigodman will be  
joining the Company following the conclusion of his term with the  
Strauss Group, and will be appointed as CEO of the Company  
commencing Jan 1, 2010, alongside Avraham Bigger as Executive  
Chairman**

Following Mr. Vigodman's announced departure from the role of President and CEO of the Strauss Group, Nochi Dankner, Chairman of IDB, and Avraham Bigger, Chairman and CEO of Makhteshim Agan, have conducted a number of meetings with Erez Vigodman, following which they today asked the Company's Board to approve Mr. Vigodman's appointment as CEO.

Avraham Bigger has been Executive Chairman and CEO of MA Industries in the last three years, during which he successfully completed the predominant part of the Company's reorganization and alignment. Under his leadership the company achieved its best ever performance, and had great success in strengthening its position as a multinational franchise and increasing its worldwide agrochemical market share. The Company is now well prepared for its continued development while capitalizing on market opportunities.

Nochi Dankner said today: "Avraham Bigger as Executive Chairman and Erez Vigodman as CEO are an excellent team which will know how to lead the Company together toward further growth and global expansion, with the goal of making it a world leader in the agrochemical sector."

Nochi Dankner and Avraham Bigger congratulated Mr. Vigodman, one of Israel's most talented and well regarded managers, upon his joining the IDB Group as CEO of MA Industries.