

FOR IMMEDIATE RELEASE

Chemidex Expands Senior Management Team

(Chemidex LLC is pleased to announce the addition of four new senior executives to their leadership team. Joining Chemidex LLC are John Repko, Wayne Kaufmanschmidt, Tim Kelley and David Vranicar, who each bring substantial business and technology industry experience to the growing vertical search enterprise at Chemidex. For more information on Chemidex LLC, please contact Matthew Perry or visit <http://www.chemidex.com/NewsArticles.aspx>)

Overland Park, KS – November 21, 2007 – Chemidex LLC, a leader in providing specialized search engine services for the global chemical and life science industries, today announced the appointment of four executives to its Senior management team. Joining Chemidex LLC are John Repko, Chief Technology Officer; Wayne Kaufmanschmidt, Chief Creative Officer; Tim Kelley, Vice President, Operations; and David Vranicar, Vice President, Business Development and Finance.

John Repko brings deep technology leadership experience to Chemidex, having served as Chief Technology Officer in three venture stage companies. He comes to Chemidex from Envisage Technologies in Bloomington, IN, where he directed major platform development as Chief Operating Officer. Prior to that John was Chief Technology Officer for Apropos Technology in Oak Brook, IL, and helped lead the Company to a successful acquisition. He also spent time in the early stages of his career with Oracle, Microsoft and Apple. John received his undergraduate degree from Massachusetts Institute of Technology and received advanced degrees from Rensselaer Polytechnic Institute & Stanford Graduate School of Business.

Wayne Kaufmanschmidt brings strong creative leadership to Chemidex, having lead interactive and traditional marketing efforts for TurboTax, Hill's Pet Food, Simon Property Group, Bayer CropScience, and Kansas City Convention and Visitors Association while a Creative Director at VML. Wayne also brings a diversity of experience from entrepreneurial ventures in Internet product development, game design, industrial design, video and web animation, and educational adaptive software. Wayne holds a bachelor's of Science in Architectural Studies from the University of Wisconsin – Milwaukee and has expanded education in animation and illustration from KCAI and Indiana State University.

Tim Kelley brings diverse operations leadership from the United States Navy, as well as the automotive and aerospace communications industries. Prior to joining Chemidex, Tim was a program manager and certified Six-Sigma Black Belt at Northrop Grumman, a \$30 billion global defense and technology company. There, he was responsible for the F-22 Raptor communications systems upgrades and led over 25 teams focused on process improvement initiatives focused on electronics manufacturing, subcontractor performance and overall customer satisfaction. Tim holds a Bachelor's of Science degree from the United States Naval Academy and a Master's of Business Administration from Case Western Reserve University.

David Vranicar comes to Chemidex after being a member of the founding management team at Birch Telecom, an alternative local telecom carrier that grew to approximately \$300 million in revenue in its first six years of operation. As Birch Chief Information Officer and Senior VP Business Development, David managed the company's information technology and billing operations, as well as the business development function. Prior to Birch, David spent five years with Sprint and three with Marion Laboratories in business development and financial management roles. David holds a Master's of Business Administration degree, with distinction, from the University of Michigan and a Bachelor's degree in Marketing, with honors, from the University of Texas.

Bruce Ianni, Founder and Chief executive officer of Chemidex LLC, said, "With the addition of these four key positions, we now have a solid foundation for building the next generation of Chemidex. Their deep technical and business expertise will help move us more rapidly toward achieving our vision for vertical search and enhancing our member experience at <http://www.chemidex.com>."

About Chemidex LLC

Chemidex LLC is the market leader in providing specialized search engine services in the chemical and life science industries. The Chemidex Cybrary® at www.chemidex.com utilizes a proprietary search engine that

enables formulators to locate ingredients and raw materials based on end-use application, physical property criteria and starting point formulation performance criteria. As a result, Chemidex speeds formulators' product development while simultaneously enhancing chemical suppliers' sales efforts by providing unprecedented market reach, service and product interest tracking.

Chemidex now offers focused Cybrary segments serving the [Adhesives & Sealants](#), [Graphic Arts & Inks](#), [Food & Beverage](#), [Household, Institutional and Industrial Cleaners](#), [Paint & Coatings](#), and [Personal Care](#) industries. Membership to the Chemidex Cybrary is free to all qualified industry professionals.

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