

FOR IMMEDIATE RELEASE

Chemidex Announces Excellence in Media Award recipients

Chemidex today announces the first annual Excellence in Media Awards to honor advertising partners who excelled at generating meaningful ROI and activity in the Chemidex Cybrary. Winners were chosen from advertising partners in the following markets: Coatings, Adhesives & Inks (North America), Personal Care & Cosmetics (North America) and Household, Industrial & Institutional Cleaners (North America)

Overland Park, KS – October 15, 2009 – Chemidex LLC, a leader in providing specialized search engine services for the global chemical and life science industries, today announced the category winners for the Chemidex annual Excellence in Media awards. These awards are given to advertising partners who have achieved significant traffic and response through innovative and unique media spotlights placed within the Chemidex **New Technology Tuesday** eNewsletter. The advertisers were best in class for achieving measurable Return on Ad Spend and media activity by combining Chemidex media spotlights along with the superior tracking and measurement tools provided by Chemidex.

The winners for each industry are:

Coatings, Adhesives & Inks (North America)

Palmer International, Inc.
3M – Energy and Advanced Materials Division
Coatex

Personal Care & Cosmetics (North America)

Sonneborn
DuPont Chemical Solutions
Inolex Chemical Company

Household, Industrial & Institutional Cleaners (North America)

Lambent Technologies
Stepan Company
Lonza Inc.

Bruce Ianni, Founder & CEO of Chemidex, said “We are proud to recognize these advertiser partners who have shown great initiative and creativity to leverage the Chemidex tools in order to gain a competitive advantage in today’s marketplace.”

The **New Technology Tuesday** eNewsletter is produced for each industry Chemidex serves and is sent weekly to our qualified member database of 78,000+ active Chemidex members. The **New Technology Tuesday** is a great platform to:

- Introduce the newest products, materials and formulations
- Provide analysis and expertise on emerging industry trends

For Advertising and Sponsorship opportunities, please contact: sales@chemidex.com or visit <http://www.chemidex.com/media>

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 Keyword search, end-use application, physical property criteria and starting point formulation performance criteria. As a result, Chemidex speeds formulators' product development while simultaneously enhancing raw material/ingredient suppliers' sales efforts by providing unprecedented market reach, service and product interest tracking.

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

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For more information:
Matt Weeks
Chemidex LLC
(913) 307-9010 ext. 163
mweeks@chemidex.com