

**FOR IMMEDIATE RELEASE**

## **Matthew Perry to Head Chemidex North America Marketing & Sales**

*Executive Led Early Market Expansion Efforts*

Overland Park, KS – February 13, 2009 – Chemidex LLC, a leader in providing specialized search engine services for the global chemical and life science industries, announced today that it has named Matthew Perry, its VP Marketing, to the position of VP – North America Marketing & Sales.

In his new role, Perry will be responsible for maintaining and growing Chemidex's leadership position in seven North American segments of the Chemical and Life Sciences Industries. Operating from the company's Overland Park, Kansas headquarters, Perry will add the management of the Company's US sales force to the broad marketing and market development responsibilities he's had since 2004.

Chemidex is the creator of the Chemidex Cybrary, a service that accelerates the exchange of technical information between chemical suppliers and formulated-product manufacturers. The Cybrary's registered users represent over twenty-five thousand manufacturers in the global chemical industry, who access the resource to acquire detailed technical data, find answers for specific formulation questions and order chemical samples.

Said Bruce Ianni, Founder and CEO of Chemidex®, "Matthew knows exactly what is needed to further integrate our marketing and sales efforts, and to drive extraordinary performance in existing and new markets. Not only has he led numerous expansion initiatives at Chemidex, but he was also a key architect in designing the most powerful on-line media platform in our industry."

Matthew was the second member of Chemidex's founding team in 1999. Prior to joining the Company, he had more than 12 years of combined experience in formulating chemistry and technical management. As a formulating chemist, he held positions with Red Spot Paint, based in Evansville, Indiana, and Varnish and Atlas Products, Inc., in Des Moines, Iowa. Matthew was also the technical manager for Becker-Underwood, Inc., a specialty colorant manufacturer located in Ames, Iowa.

"I'm excited to put the finishing touches on a sales and marketing process that is the model for our own Chemidex proposition", said Perry. "Our state-of-the-art tools and processes will allow us to further "blur" the distinction between marketing and sales, and make every marketing dollar count for bringing a specific customer into our sales cycle. I believe Chemidex is the right solution at the right time for our industry – and I'm committed to keeping our North American customers on the cutting edge of our advances."

### **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](http://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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