

**FOR IMMEDIATE RELEASE**

## **Henning Schwinum Named Chemidex VP Global Sales & Marketing**

*Executive Built Firm's Operations in Europe and Asia*

Overland Park, KS – February 10, 2009 – Chemidex LLC, a leader in providing specialized search engine services for the global chemical and life science industries, today announced that it has named Henning Schwinum, its VP of International Sales & Operations, to the expanded role of VP – Global Marketing & Sales.

In his new role, Schwinum will lead Chemidex's growth efforts in new and developing markets, which today cover seven major segments of the Chemical and Life Sciences Industries. Based in Dormagen, Germany he will directly oversee global marketing efforts out of the company's Overland Park, Kansas headquarters, as well as sales locations in eight cities on three continents.

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®, "Henning is uniquely prepared to lead our global marketing and sales effort to new heights. He started-up both our European and Asia Pacific operations, and has grown our International business to a size nearly equaling our U.S. presence. He has been highly entrepreneurial, while at the same time building systems and processes allowing us to provide unparalleled service to chemical and life science companies around the world."

Schwinum advanced from Director of European Sales to head of all of Chemidex International's operations in seven years with the Company. Prior to joining Chemidex Henning was employed by Bayer AG, Germany, and Bayer Corporation, USA. During his 15-year tenure with Bayer, he held various positions in sales, marketing, supply chain and e-business.

"Chemidex is uniquely positioned to help streamline both product and customer development processes in our industry", said Schwinum. "I'm very excited to help lead Chemidex toward becoming the most prominent on-line media offering in each market in which we compete."

### **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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