

FOR IMMEDIATE RELEASE

## Chemidex Opens New Office Location in Shanghai

*(Chemidex LLC announces the opening of a new sales and operations office, located in Shanghai. The office is scheduled to open October 15, 2007. The new office location will allow Chemidex to continue to expand their Asia Pacific presence and will allow for key staff additions to include sales, marketing and operations management as well as expanded customer service & support. For more information on Chemidex LLC, please contact Matthew Perry or visit <http://www.chemidex.com/NewsMain.aspx>)*

**Overland Park, KS – October 15, 2007** – Chemidex LLC, a leader in providing specialized search engine services for the global chemical and life science industries, announces today the opening of a new satellite office location in Shanghai to allow for the continued expansion into the Asia Pacific region.

The new office location will also allow for key staff additions in Shanghai to include Sales, Marketing & Operations leaders as well as customer support staff additions to provide support to increasing numbers of members and customers in the Asia Pacific region.

Henning Schwinum, President Chemidex International, said, "We are pleased to announce this very strategic office opening and feel that this new location will allow us to better serve our growing member base and customers who are turning to Chemidex to solve their formulating and marketing challenges."

Bruce Ianni, Founder and Chief executive officer of Chemidex LLC, adds, "With the addition of a second satellite office in addition to a current office in Dormagen, Germany, we anticipate that we will see continued strong member growth specific to Asia Pacific as well as continued focus in other key growth areas in the Asia Pacific region."

Schwinum added, "This new office and key staff additions to focus on strategic marketing and sales operations in addition to customer support will enhance our ability to ensure a great customer experience at <http://www.chemidex.com>."

The new office can be reached at:  
12/F Platinum, 233 Tai Cang Road, Xintiandi  
Shanghai 200020  
China  
Phone: +86-21-5175 1532  
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### **About Chemidex LLC**

Chemidex LLC is the market leader in providing specialized search engine services in the chemical & life science industry. The Chemidex Cybrary® at [www.chemidex.com](http://www.chemidex.com) utilizes a proprietary search engine that enable 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 & Cosmetics](#) markets. Membership to the Chemidex Cybrary is free to all qualified industry professionals.

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For more information:

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