

FOR IMMEDIATE RELEASE

Matthew Weeks to Direct Chemidex Global Marketing

Effective July 1, 2009, Matthew Weeks will lead and direct global marketing initiatives for Chemidex. As the former Digital Media Manager, Weeks was key to managing Digital Media growth.

Overland Park, KS – July 1, 2009 – Chemidex, a leader in providing on-line media and information services for the global chemical and food industries, today announced that it has promoted Matthew Weeks to the position of Director – Global Marketing Services. Previously, Weeks served as the Digital Media Manager.

In his new role, Weeks will be responsible for global marketing strategy development and program execution for Chemidex's specialized B2B search and media platform across multiple industry segments. Operating from the company's Overland Park, Kansas headquarters, Weeks will report directly to Henning Schwinum, Global VP - Marketing & Sales.

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 members represent over twenty-five thousand manufacturers in the global chemical & life science industry, who access the Chemidex Cybrary to acquire detailed technical data, find answers for specific formulation questions and order chemical samples.

Said Schwinum, "Matt has earned the opportunity to lead our integrated global marketing initiatives. Not only has he built a substantial digital media delivery operation at Chemidex, but he has been instrumental in developing our Search Engine Optimization (SEO) and direct marketing strategies and platforms. Matt has a history of leading excellent execution - and consistently delivering measureable results. "

Matthew joined Chemidex in 2006 after spending 9 years in various positions supporting digital media development in the Food and Chemical industries. Weeks began his career with Agriliance LLC developing a first-generation e-Business platform serving rural agribusiness before spending four years at Vance Publishing developing and launching Web-based initiatives. Immediately prior to joining Chemidex, Matt was a Sr. Account Executive for VML, a Kansas City-based advertising agency focused on interactive strategy and execution.

"I'm excited to help further expand Chemidex's digital marketing capabilities and to enhance the uniqueness of our model as we extend to new markets", said Weeks. "I believe Chemidex is at the forefront in providing highly relevant Digital Media solutions – and we will use only the most advanced in our own efforts to grow our qualified member and advertiser customer base."

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](#), [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.

###

For more information:

Jim Dodd
Chemidex LLC
(913) 307-9010 ext. 158
jdodd@chemidex.com

Visit us online at :
<http://www.chemidex.com>
<http://www.foodcybrary.com>