

FOR IMMEDIATE RELEASE

Chemidex Launches a Significantly New and Improved Search Engine for the Chemical and Life Science Industries

Search Engine upgrades are designed to improve the speed, power and ease of use for the site. Chemidex is a truly global service with over 100,000 global members in the Chemical and Life Sciences Industries.

Overland Park, KS – March 26, 2010 – [Chemidex](#), a leader in providing on-line media and information services for the global chemical and food industries, announced today that it has launched significant new upgrades to the Chemidex.com Web site that will significantly enhance its power and usefulness to the industries it serves.

Said Bruce Ianni, Founder & CEO of Chemidex, “We have been listening closely to our 100,000+ global members and vastly improved Chemidex’s Search Engine and how they utilize it. The benefits of the new Search Engine are dramatic and will significantly improve the overall usability, speed and power.”

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.

Among the key benefits of the re-launch includes

1. Searching 8x faster through an improved user interface and faster retrieval of search results.
2. More relevant and improved search results
3. Unlimited number of search results displayed
4. Improved search term highlighting
5. Improved Parametric and Content Search Filters

“Our members’ feedback has inspired us to make the needed upgrades and enhancements to continue to exceed their expectations. We believe these upgrades will add a dimension of usefulness and service to our member community that will enhance their discovery process and communication with key business partners”, said Mr. Ianni.

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 industry suppliers’ sales efforts by providing unprecedented market reach, advertising 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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