

Chemical Industry Veterans Introduce Viachem

New Breed of Distribution Company Serves Specialty Chemical Markets

Dallas, TX, March 15, 2006 – Chemical industry executives who average 30 years of experience each have created Viachem, Ltd. Mike Efting, President, and Darwin Simpson and Gene Sabatier, Board Members, announce that this producer-centric chemical distribution company offers its producer partners new approaches to increase sales and achieve superior customer satisfaction levels.

Among its distinguishing characteristics, Viachem is signing exclusive agreements with producers of specialty chemicals in the personal care, pharmaceutical, plastics, coatings, electronics and compounding industries. The new company offers proven inside sales processes that help producers reach untapped geographic markets and expand penetration into niche and under-served segments. Viachem also provides its producer partners with proprietary market intelligence to support sales efforts across the board.

“Viachem’s new model offers specialty chemical companies a new and highly cost-effective means of increasing market share,” says Mike Efting, President of Viachem. “Our distinctive strategies maximize the number of sales contacts we make and compliment producers’ direct sales and channel initiatives.”

A Viachem Inside Sales Specialist, for example, will use the phone and Internet to make more than 4,000 sales contacts annually, as compared with an Outside Sales Specialist, who can make less than 800 sales contacts each year. The market intelligence gathered by Inside Sales Specialists from such a vast number of sources will be shared with the respective producer partners to help them better serve their markets and grow their business. “We are the only distribution company that will offer complete end-user visibility that includes buying trends, emerging markets, and problems customers need to solve, all of which can help improve the producer’s product line and bottom line,” Mr. Efting said.

Please see accompanying information about Mike Efting, Darwin Simpson and Gene Sabatier.

About Viachem

Viachem, Ltd. was founded in March 2006 by veterans of the chemical industry to provide unique distribution services that are in demand but not being met. Only Viachem builds exclusive arrangements with its producer partners and becomes an extension of their sales and marketing departments. Viachem’s new distribution model uses expert Inside Sales Specialists to better serve existing segments and open and expand new markets. Viachem is positioned to deliver significant returns for producers and end-user customers. For more information, please visit www.viacheminc.com.

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