

Viachem Announces First Round Investors

Dallas, TX, May 5, 2006– Viachem, Ltd., a new breed of *producer-centric* chemical distribution company serving specialty chemical markets, announced new outside investors today. Private investment groups from Alabama and Indiana have provided funding to launch and sustain Viachem.

One spokesman from this group of individuals is Bob Wills, CEO of SEA Wire and Cable, Huntsville, AL. “You can’t buy the knowledge, experience and contacts Mike Efting and his directors have,” Bob Wills said. “They’ve seen a void in the industry and are filling it with a business model we know works well because we’re using a similar model in the wire and cable industry. The unique market intelligence Viachem offers, for example, will greatly assist this process.”

Another individual investor is Bland Warren, Managing Member of HRC, LLC also in Alabama. Warren agrees with Wills that Mike Efting’s experience was a motivating factor in the decision to invest in Viachem. “Efting has a proven track record of success in his industry,” said Mr. Warren. “He’s constantly improving upon a solid business model that he has created for chemical distribution.”

To help its producer partners increase market share, Viachem employs proprietary market research techniques and Inside Sales Specialists who use the phone and Internet to make more than 4,000 sales contacts annually. The market intelligence they gather from this large number of sources gives producer partners unique visibility into new, emerging and under-served markets.

“We’re excited about the independent investors who are enabling Viachem to serve a growing customer base,” said Mike Efting, President of Viachem. “They are a fast-growing group of investors who know that Viachem will revolutionize the way specialty chemicals are sold and distributed.”

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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