



Corsicana Technologies and Viachem Team for North American Sales and Distribution

DALLAS – Oct. 4, 2008 -- Viachem, Ltd. has been recognized within the specialty chemicals industry for its innovative channel-to-market strategies by partnering with a growing list of specialty chemical producers and handling their sales and distribution. Corsicana Technologies, a diversified specialty chemical manufacturer with more than 35 years of history in chemical production, is the latest producer to sign on with Viachem for their United States chemical sales and distribution.

“Viachem offers a compelling opportunity to assist with increasing the sales of our specialty chemicals. They understand our markets and already have relationships with many of our customers and potential customers. We were impressed by their immersion in our industry, as well as their sophisticated approach to managing the customer service and distribution points of a sale,” said Steve Corbett, Director – Amines, for Corsicana Technologies.

Corsicana Technologies, which is based in Corsicana, Texas, manufactures specialty chemicals that are sold throughout North America and used as raw materials in making a variety of products in the energy, construction, mining, lubrication, personal care, textiles, and paints and coatings markets

The company has an expertise in alkyl nitrogen based chemistry, specifically, fatty amines and their derivatives.

“Corsicana has entrusted us with the growth of their sales in a number of key industries. Their list of products is broad and includes many unique specialty intermediates and chemicals that customers and suppliers we are already working with

can use. It's a great synergy in that we're already deeply entrenched in their marketplace and can represent their unique offerings," said Kyle Einhorn, Vice President of Business Development for Viachem.

"The model that Viachem works with gives them the ability to move quickly with customers who are already familiar with their services and are comfortable with their reliability, yet who may be unaware of the products available through Corsicana that can benefit their production processes. Viachem has both market knowledge and technical expertise to find new customers and grow existing customer accounts," Corbett said.

"With our new relationship with Corsicana, we have effectively closed the loop for their products within our sphere of influence, providing a convenient and efficient channel for introducing them to new customers who are already familiar with working with Viachem," Einhorn says.

The specialty chemical industry has benefited in recent years from companies like Viachem, which has led the way in creating an alternative channel of distribution that is more efficient and cost-effective for producers than the typical sales model.

"The value Viachem can provide is to allow us to outsource the labor intensive sales development effort and gain greater efficiencies in distribution and sales," Corbett said. "We're excited about the potential for our products and are looking forward to realizing great results with Viachem," he added.

About Viachem, Ltd.

Viachem is headquartered in Plano, Texas, and serves customers nationwide using a sophisticated marketing and sales model that helps manufacturers increase their customer base. Viachem's services to chemical purchasers include third party verification and quality control, as well as formulation assistance and competitive pricing for specialty chemicals used in a wide range of industries. www.viacheminc.com

About Corsicana Technologies

Corsicana Technologies is a technology based, market driven company committed to providing customers throughout the world with specialty products that focus on performance, value and quality. The company's expertise in alkyl nitrogen based WYa]ghfnř gdYVZVW`nřZUhmUa]bYgUbX'h Yf XYf]j Uhj Ygř\ Ug'a UXY]hUb]bhYfbU]cbU`gi dd`]Yf`cZ Wc]WZcf`Wã dUb]YgUfci bXh`Yk cf`X"kk k"Wfg]WbUHW"Wã`