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Viachem Continues Rapid Growth with Addition of New Vice President of Business Development

Dallas, TX – January 8, 2008 – Viachem, Ltd., a fast-growing, Plano-based specialty chemicals sales and distribution company, has named Kyle Einhorn its new Vice President of Business Development.

Mr. Einhorn, an experienced sales and marketing executive with nearly 20 years of specialty chemicals experience, was most recently a sales manager with a subsidiary of Brenntag Holdings, the world's largest chemical distributor.

Mr. Einhorn will be based in Viachem's Plano headquarters where he will be responsible for developing sales and marketing strategies designed to solidify partnerships with new specialty chemical producers in target market segments, including industrial, pharmaceutical, personal care, and nutrition.

"With years of relevant experience in the industry, Kyle brings valuable expertise to our team. We are confident that he will be an extremely valuable part of assisting our company in building, sustaining and nurturing relationships with our producer partners around the world," says Mike Efting, founder and CEO of Viachem.

Viachem's unique business model has proven to be the right strategy for a changing chemical industry. The company has developed a highly effective marketing research and intelligence process, which offers its

producer partners the benefit of direct knowledge of customer markets and production needs.

According to Einhorn, “Viachem has grown dramatically since its launch, due in large part to its leadership team and to its utilization of technical sales professionals who go a step beyond the typical role of sales and provide customers with technical support for manufacturing process improvements. This infrastructure is key to laying the groundwork for our future success in growing the business in new areas with additional key market producers, and I’m very happy to be a part of this effort.”

Viachem has recently inked deals with BASF, the world’s largest chemical manufacturer, and Vertellus, a specialty chemicals producer based in Indianapolis, for the exclusive sales and distribution of key products used in the manufacture of a wide range of pharmaceutical, personal care, health and nutrition, and industrial products. The company also markets artificial sweeteners and a variety of important waxes for international producer partners.

For more information, contact Viachem at 972 264 0405, or visit www.viacheminc.com.

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