



Viachem Aligns with BASF to Supply Specialty Chemicals to More Customers

Innovative Viachem Sales Model Will Assist BASF Market Growth

DALLAS – November 27, 2007 – Viachem, Ltd., a leading supplier of fine and specialty chemicals from manufacturers worldwide, has aligned itself with BASF, the world's largest chemical company, to distribute their Protectol PE (Phenoxyethanol), a versatile solvent used in a wide range of industries.

Viachem will offer Protectol PE in drums and totes with a focus on customers in the personal care, cosmetics, ink and adhesives, and chemical manufacturing market segments. "The Protectol brand is an excellent fit for Viachem, and the Viachem sales model is an attractive option for BASF as they expand sales within existing markets and serve a wider range of customers," said Mike Efting, president and chief executive officer of Viachem.

BASF has always combined technological innovations with market dynamics in order to supply products to appropriate end-users. The alignment with Viachem as North American distributor underscores the company's interest in providing top quality products to customers in all market segments, Efting added.

The Viachem sales process uses a comprehensive and customized market analysis to identify potential and existing users of a specific chemical product. Viachem's expertise at pre-qualifying customers, and the company's ability to generate new business for existing suppliers, is based in large part on its sales professionals who offer personalized assistance and technical expertise that adds significant value to the sales transaction. "BASF, whose mission is to help customers become more successful, is building alliances with select sales channel partners to better serve a host of target markets. It's an effective strategy, and we're pleased to be a partner for the Phenoxyethanol product line," Efting says.

Viachem, which was launched in 2006 by chemical industry experts, is built on the premise that there are large numbers of specialty chemical companies and even more potential customers that appreciate the technical expertise that Viachem offers as a part of its customer service. Viachem serves customers of all sizes, often in niche markets for manufacturers.

Viachem has realized exponential growth during its first year in business. Industry watchers attribute the growth to the company's ability to apply its comprehensive market analysis and qualification techniques to create a customized sales process for products and rapidly grow both sales and profits for suppliers.

BASF has been extremely successful with Protectol® products as an alternative to formaldehyde-based preservatives. These products prevent uncontrolled growth of microorganisms harmful to hundreds of products.

BASF will continue to focus on bulk users, while Viachem will focus on drum and tote users. For more information, contact Mike Efting at 972 265 0405.

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.

ABOUT BASF

BASF is the world's leading chemical company. Its portfolio ranges from chemicals, plastics, performance products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, BASF's high-value products and intelligent system solutions help its customers to be more successful. BASF develops new technologies and uses them to meet the challenges of the future and open up additional market opportunities. It combines economic success with environmental protection and social responsibility, thus contributing to a better future. www.basf.com