

FOR IMMEDIATE RELEASE

Innovadex Launches New Sales App that Transforms the Sales Process for Material & Ingredient Suppliers

New Sales App combines the powerful Innovadex Search Engine with industry-leading analytics and alerts to change the way information is exchanged during sales calls and trade shows.

Overland Park, KS – August 11, 2011 – Innovadex announced today the launch of the Innovadex Sales App, a revolutionary new mobile tool that transforms the way industrial product sales teams serve their customers. The Sales App is available immediately to Company clients across the eight chemical, food and life science industries the Company serves. With the Sales App, material and ingredient sellers in those industries can review product documents, forward technical literature and execute sample requests as they engage with their customers. When customers view the documents, sellers can choose to be alerted via text message or email. The interaction data can be stored for Innovadex reporting and analytics, and/or be funneled to customer enterprise or cloud-based CRM systems like Salesforce.com

The Innovadex Sales App enhances any customer interaction, enabling easy and seamless electronic exchanges during one-on-one sales calls, large product presentations and trade shows. Its functionality eliminates the need for managing and exchanging reams of printed collateral materials during the sales cycle, thus reducing cost and directly impacting the environment.

The Sales App is the latest extension of Innovadex's two-way search, digital media and information platform. Implemented individually for industry segments, the platform makes suppliers' technical information available directly to thousands of chemists and scientists around the world. This facilitates real-time sales and service interactions between technical buyers and sellers. Innovadex's digital marketing and sales tools like the Sales App enable supplier/customer interaction data to be immediately processed, stored, analyzed and distributed based on rules set by the supplier.

"We have been a long-time leader in advancing search & digital marketing in the industries we serve," says Bruce Ianni, Founder and CEO of Innovadex. "The new Innovadex Sales App is the result of listening to our customers' sales teams and putting our platform to work for them in the direct selling process. This unique and powerful mobile sales tool improves customer service, reduces follow-up and simplifies the sales process allowing sellers to meet the needs of their customers in any environment."

The Innovadex Sales App service can be used on virtually any mobile device supporting a browser or downloadable applications, including laptops, tablet devices or smartphones.

For more information on the Innovadex Sales App, contact your Innovadex Account Manager or email sales@innovadex.com.

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About Innovadex LLC

Innovadex LLC is the market leader in providing specialized search engine services in the chemical, food and beverage and life science industries. Innovadex.com utilizes a proprietary search engine that enables formulators to quickly locate technical information raw materials, equipment and services. As a result, Innovadex speeds formulators' product development while simultaneously enhancing chemical suppliers' sales efforts by providing unprecedented market reach, service and product interest tracking.

Innovadex now serves [Adhesives & Sealants](#), [Food & Beverage](#), [Graphic Arts & Inks](#), [Household, Institutional and Industrial Cleaners](#), [Lubricant & Metalworking Fluids](#), [Paint & Coatings](#), [Personal Care & Cosmetics](#), [Plastics & Elastomers](#) and Equipment & Services industries. Membership to Innovadex.com is free to all qualified industry professionals.

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