

INFO

BUYER'S GUIDE

As per December 1st 2008

If you wish to present your company and your spectrum of products and services, a company presentation in our Buyer's Guide (www.analytica-world.com/firmen/e) is the ideal solution. The analytica-world.com Buyer's Guide contains almost 800 company presentations for analytics, laboratory technology, diagnostics, services and many more.

A Buyer's Guide entry reaches the professionals you are targeting directly at their work places. Thanks to the guide's convenient search functions, your entry is easily found. Our readers are able to send enquiries which are forwarded to you via e-mail without delay.

- With an entry in the analytica-world.com Buyer's Guide you reach up to 150,000 users per year.
- More professionals visit your own website, to which your buyer's guide entry is linked.
- Information enquiries of potential customers are forwarded to you without delay.
- Thanks to the convenient search functions your company is found easily and quickly.

The screenshot shows the 'analytica-world' website interface. At the top, there is a navigation bar with the site logo and a language selector for 'Deutsch | English'. Below this is a large banner image showing laboratory equipment. The main content area is titled 'Buyer's Guide' and includes a search bar with a dropdown menu set to 'Companies'. Below the search bar is a table with columns for 'Companies', 'Products', 'Countries', 'ZIP Code (Germany)', and 'New Companies'. The table lists several companies, each with a logo, name, address, and a 'more information' link. On the left side, there are several navigation menus: 'Companies & Products' (with sub-links for Buyer's Guide, Search, Product Gallery, Catalogues, Chemistry Software, and Market Overview), 'News Center' (with sub-links for Current News, Newsletter, and Articles), 'Events', 'RSS-Feeds', and 'Newsletter Subscription' (with an email input field). At the bottom left, there are links for regional sites: 'analytica', 'analytica China', 'analytica Vietnam', and 'analytica Anacon'.

analytica-world.com Buyer's Guide

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For presenting your company in the Buyer's Guide we offer two options:

1. Standard company presentation

A standard company presentation is suited to generate contacts from among your potential customers at little expense. You can determine up to ten keywords for your products and services that easily and quickly lead our users to your entry when they search for these words. Their information requests are forwarded to you via e-mail without delay.

240.- EUR per year

2. Premium company presentation

Compared with a standard presentation, a premium company presentation increases the visibility of your company on our portals significantly. Your presentation is placed nearer the top of the search results, distinguishing it from that of your competitors. You can determine up to 40 keywords for your products and services that help lead our users to your entry.

620.- EUR per year

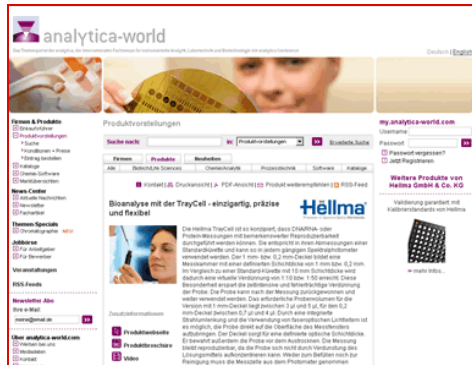
The features of both options at a glance:

| | Standard Presentation | Premium Presentation |
|--|-----------------------|----------------------|
| Company name and contact details (postal address, telephone and fax numbers) | ✓ | ✓ |
| Link to your company homepage, plus homepage search feature | ✓ | ✓ |
| Brief company description (English and German) | ✓ | ✓ |
| Online contact system for users' information requests | ✓ | ✓ |
| Links from company presentation to additional information about your company (such as news or products) at analytica-world.com | ✓ | ✓ |
| Keyword characterisation of your product and service range | 10 keywords | 40 keywords |
| Company logo in the list of search results and in the detailed view of presentation | | ✓ |
| Preferred display in the search results at analytica-world.com | | ✓ |
| References to your company presentation in the fortnightly newsletter of analytica-world.com (approx. 27,000 subscribers) several times a year | | ✓ |
| Click report at the end of the running time, if desired | | ✓ |

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Detailed view of a company presentation

How Do You Register Your Company?

Please call up the following website to register your company in the analytica-world.COM buyer's guide:

www.analytica-world.COM/buyersguide

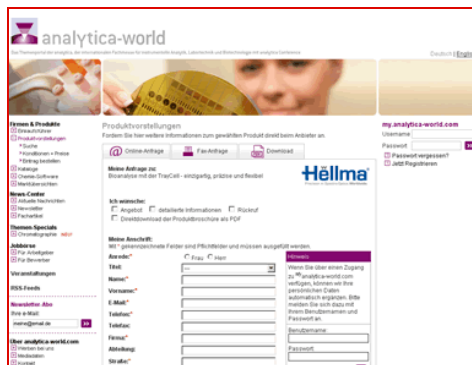
This will take you to our electronic customer care division, where you can enter all your company information via the internet. You can also select your desired entry type here. As a new customer of analytica-world.COM, you can print out an order form with your entries when you have finished. Please sign this form and fax it to us. This tells us that the order really has come from your company, and you have a written document for your files

How Is the Order Processed?

When you have finished making your company entry, please print out the order form and fax it to us. Your order fax is actually your binding order to present your company in analytica-world.COM. Without this fax your entry will not be published and you will not receive an invoice.

Can My Data Be Seen Immediately?

If you have made any changes to your existing analytica-world.COM entry or your company is new to our buyer's guide, then your entries will not immediately be visible on the internet. This will not happen until our editorial department release your data for publication. When your data has been published, we will notify you by e-mail.



Online contact system for information requests

How Do I Pay?

After receiving your signed order form we will send an invoice to the invoice address given in your order form.

How Do You Change Data?

Once your company's entry in the analytica-world.COM buyer's guide has been accepted, you can update your company data yourself at any time free of charge. We will issue you with a user name and a password which you can use for this purpose. If you forget your access data, just send an e-mail to support@Chemie.DE

Contact

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