

## MEDIA RELEASE

### DKSH and RheoSense join forces in Taiwan, Thailand, and Singapore

DKSH Taiwan Ltd.

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**DKSH, the leading Market Expansion Services provider with a focus on Asia, and American viscosity measurement tool maker RheoSense have entered into an exclusive distribution partnership for Taiwan, Thailand, and Singapore. DKSH's strong network in commercial testing and manufacturer's laboratories as well as to research institutions and universities across Asia makes DKSH the partner of choice for RheoSense's business expansion in South East Asia.**

Taipei, Taiwan, July 14, 2011 – Both partners are convinced that their exclusive agreement for the distribution of RheoSense's viscosity measurement tools in Taiwan, Thailand, and Singapore will prove highly successful. RheoSense's easy-to-use microelectromechanical system (MEMS) based viscosity measurement tools and portable devices can test smallest sample volumes of low viscosity at high shear rates. The tools' characteristics make them an invaluable asset to any R&D laboratories in the bio-pharmaceutical, chemical, coating and paint, petrochemical, electronics, food and beverage, and OEM equipment industries.

DKSH provides RheoSense with Market Expansion Services, such as market research, product compatibility surveys, product development feedback, customer training, sales, marketing, distribution, and after-sales services.

Dr. Seong-Gi Baek, Founder, CEO and President, of RheoSense states: "We are very pleased to establish this collaborative relationship with DKSH. DKSH's reputation for sales-marketing and customer service in Asia is impeccable! We are looking forward to taking advantage of DKSH's strong business dominance and expanding our unique technology to become the indispensable tool for viscosity measurement in Thailand, Taiwan and Singapore."

Jareuk Meekhanthong, Executive Sales Manager at DKSH Thailand ads: "RheoSense viscosity measurement tools will fully validate our business strategy of corporate diversification as they are very innovative and have an excellent reputation in the market. We are looking forward to a fruitful collaboration and are very happy to represent RheoSense in Taiwan, Thailand, and Singapore."

### **Profile RheoSense**

RheoSense is the pioneer in MEMS and micro fluidics based hybrid technology that lead to introduction of its revolutionary and patented product, VROC (Viscometer-rheometer-on-a-chip). VROC is the only chip based viscometer technology that has managed to achieve what other instruments cannot even come close to. The disruptive and unique technology allows viscosity measurements with the smallest sample volume (50 microliters), fastest measurement time (usually less than a minute per sample), high precision temperature control and a wide range of shear rates (10 to ~1,000,000 1/s). With such unparalleled capabilities, *m*-VROC and *m*VISC outstrip the competitors!

RheoSense's products covers a wide range of applications which include bio-pharmaceutical, chemical, coating and paint, petrochemical, electronics, food and beverage, and OEM equipment industries.

### **About DKSH**

DKSH is the leading Market Expansion Services Group with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets.

With 610 business locations in 35 countries – 590 of them in Asia – and over 22,500 specialized staff it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated a transaction value of nearly CHF 10 billion.

DKSH's **Business Unit Technology** is the leading provider of Market Expansion Services involving technical solutions for capital investment goods and analytical instruments. DKSH Technology's field of competence includes the manufacturing and production, energy, research, food and beverage, advanced metals, and infrastructure sectors with a service portfolio that includes market entry consultancy, project financing, product planning, marketing, sales, application engineering, product sourcing, and after-sales services.

With 89 business locations in 17 countries and over 1,200 specialized staff, Business Unit Technology generated a transaction value of around CHF 558 million in 2010.

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