

NEWS RELEASE

For Immediate Release
May 6, 2009

Contact: Marketing Communications

DYMAX Hosts International Partner Outreach Program

DYMAX Corporation, an international manufacturer of solvent-free, environmentally friendly adhesives and light-curing equipment, hosted an International Partner Outreach Program (IPOP) at their facility in Torrington, CT, on April 15-16. The purpose of the program was to offer sales partners the opportunity to participate in training and to exchange ideas. Over 40 sales partners attended, representing 11 countries and many different organizations.

Training courses covered topics such as Light Curing Theory, Conformal Coatings, Medical Market, Appliance and Transportation Industries, and Consumer Electronics. There was also a course on Tridak Dispensing Systems, the company recently acquired by DYMAX. The program concluded with Ed Shultek of Peak Sales Performance giving a presentation on Controlling the Sales Process.

The content of the courses was well received by the sales partners, with many expressing positive comments about the relevance of the material which included demonstrations, case studies, hands-on scenarios, and videos. Partners also got a sneak peek at the Industrial Selector guide and were encouraged to give their input for the final

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draft. New FIP (form-in-place) and CIP (cure-in-place) Selector Guides were distributed, and new programs for Halogen-Free Electronic Materials and 9440-A/B Silicone Potting Material, were discussed.

In wrapping up his thoughts, Terry Woldorf, Sr. VP of Sales and Marketing for DYMAX noted, "I continue to be impressed by the knowledge, enthusiasm, and dedication to staying ahead of the market shown by the Sales Team. In addition to the many great comments about this year's program, we received a wealth of information from all attendees of best practice ideas that can be put into place this year and topics to develop for our next formal outreach program."

DYMAX Corporation is a leading technology-based company specializing in the formulation, manufacture, and service of advanced assembly adhesives, coatings, epoxies, masking resins, and light-curing systems.

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CAPTION: DYMAX Corporate Headquarters, site of the International Partner Outreach Program



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