



PRESS RELEASE

ChemQuest Expands Consulting Services to Include Technology Analysis and Planning...

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Cincinnati, Ohio, September 15, 2003: The ChemQuest Group, Inc. is pleased to announce the expansion of its consulting services to offer Technology Analysis and Planning. ChemQuest will provide the client with a full understanding of their technology strengths with a customized “technology assets” profile. It is an *independent validation* of the most suitable technology focus and proper allocation of assets based on market insight, trends and discontinuities.

The spotlight of the ChemQuest Technology Analysis and Planning is profitable growth through differentiated new products. The framework to achieve this is the ChemQuest Product Innovation Process: “Quick Insight™”. A key element of “Quick Insight™” is an in-depth technology analysis that helps to identify and evaluate ideas for highly differentiated new products that will provide a strong competitive advantage. The technology analysis includes:

- Technology Assets Analysis
- Technology Competitive Position
- Trend Analysis
- Project Evaluation

ChemQuest has developed the necessary methodologies and tools to facilitate technology planning that may be implemented as part of one of the various “Quick Insight™” product innovation offerings:

- I. Technology Assessment
- II. Product Mapping
- III. Technology / Product Extension
- IV. Technology Visioning

According to Dan Murad, President of ChemQuest “The purpose of product innovation and technology analysis and planning is to maximize the impact of technology on business growth, by optimizing the technology portfolio in terms of an acceptable balance of risk and reward, and by aligning technology development with the business strategic plan.”

Founded in 1976, The ChemQuest Group, Inc. is an international strategic management consulting firm specializing in the Coatings, Adhesives & Sealants, and Automotive Industries. With headquarters in Cincinnati, Ohio, ChemQuest has offices located throughout North America and Europe.

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