



PRESS RELEASE

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**CHEMIMAGE WEB SITE WINS THE 2009 BEST IN INDUSTRY
WEB AWARD FOR SCIENCE STANDARD OF EXCELLENCE**

Pittsburgh, PA (ChemImage Corporation) September 21, 2009 - ChemImage, a leader in hyperspectral and chemical imaging technology, is pleased to announce that the Web Marketing Association has awarded ChemImage's web site with the 2009 Web Award for Best of Industry in Science Standard of Excellence.

In late 2008, ChemImage restructured its corporate marketing efforts to be more focused on the anatomic pathology, forensic, pharmaceutical and threat detection markets. ChemImage marketing personnel decided that an improved web presence would help to convey its market driven direction. Having worked with Pittsburgh-based design, development and consulting firm, Herrington & Company, LLC (H&C), on their previous web site, ChemImage turned to H&C once again for the creation of their new online marketing effort.

"We knew this would be a large project, but we also knew with proper planning we could get the results we were looking for," said Brittney Higgs, Graphics & Web Site Manager at ChemImage. "We knew that we wanted to give the public a web site that was not only functional, focused on Search Engine Optimization (SEO) and informational, but that also engaged the user. Working together with H&C I knew that we could create a web site that not only met these needs, but would exceed them. Winning the Best Web Site of Industry, Web Award against head-to-head competition with sites entered in the same industry category is truly an accomplishment we are all very proud of."

The web site project took over 3 months to complete and was launched on February 13th, 2009. Proof of the web sites' success was shown quickly by the Google Analytics statistics. ChemImage saw a 40% decrease bounce rate (people leaving the site after only viewing one page), a 50% increase in page views per visitor and a 59% increase in web leads.

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"We started from scratch working closely with the internal ChemImage marketing team and walking them through our detailed web planning process, identifying needs, gathering content, and documenting the purpose and actions involved with each and every page, keeping ease of use and functionality in mind from start to finish," said Shane Herrington, Consultant, Designer & Owner for Herrington & Company, LLC. "We wrapped up the project by integrating custom file download authorization functionality along with SalesForce.com features to help track and tag qualified visitors. We're quite pleased with the recently presented web award, but knowing that the web site provides results and lives up to the expectations of our long-term client is what makes this project a continued success."

About ChemImage

ChemImage Corporation is a world leader in Chemical Imaging technologies; provides instrumentation, software, lab services and expert consulting to government, industrial and academic organizations. ChemImage offers these products and services for a range of applications including defense, security, pharmaceuticals, forensics and biomedical diagnostic research. Our state-of-the-art Chemical Imaging technology can help to reveal critical chemical and biological information about processes, products and services.

ChemImage's main headquarters is located in Pittsburgh, Pennsylvania and houses research and development laboratories as well as engineering and manufacturing facilities. ChemImage may be contacted at +1 412-241-7335 or at www.chemimage.com.

About Herrington & Company

Herrington & Company, LLC is a highly skilled and experienced team of web and interactive consultants, designers, developers and programmers based in the South Hills of Pittsburgh. We are in the business of helping medium to large businesses create web and media based solutions, produce quality designs and applications, and meet deadlines. We're in the business of helping your organization provide continued results via your online investments. We're in the business of building relationships.

You may learn more about Herrington & Company, LLC by using the links provided below. You may also contact H&C directly by dialing +1 412.344.1617. web: <http://www.herringtonandco.com>

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