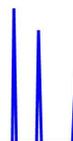




ZirChrom®



... For Peak Performance

FOR IMMEDIATE RELEASE

Contact: Kelly Johnson
ZirChrom Separations, Inc.
(763) 421-5264
support@zirchrom.com

ZirChrom Separations Inc. Launches ChromU On-Demand Webinar Series

New ChromU Webinar Series Offers Free, On-Demand, Zirconia-based HPLC Training

Anoka, MN, USA (August 10, 2012) – ZirChrom Separations Inc. announces the launch of ChromU, an on-demand webinar series. This free service will provide training on the chemistry and use of ZirChrom's zirconia-based HPLC phases. ChromU webinars are, on average, less than 10 minutes in length and include links to helpful supplemental application notes and newsletters. The webinars are available 24 hours a day, seven days a week on the ZirChrom website (www.zirchrom.com). Initial offerings include:

- An overview of the surface chemistry, stability and unique selectivity of zirconia-based HPLC phases
- The practical application of elevated temperature for shortening run times
- Product and application overviews

ZirChrom COO, Steven Rupp notes on the venture, "We are excited to introduce a whole new audience to the unparalleled stability and unique selectivity of ZirChrom HPLC phases. Our hope is that ChromU will become an important technical and method development training resource for our customers."

About ZirChrom Separations

ZirChrom Separations, Inc. is a company formed in 1995 and located in Anoka, Minnesota. ZirChrom manufactures a full line of ultra-stable high performance chromatographic materials for analysis and purification by high performance liquid chromatography (HPLC).

