



Wills & Associates, Inc.  
Public Relations

## NEWS RELEASE

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**For Immediate Release**

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### CDEX, Inc. Names Wills & Associates, Inc. as Public Relations Agency of Record

**Rockville, MD--November 28, 2005--**CDEX, Inc. ([www.cdex-inc.com](http://www.cdex-inc.com)), the Rockville, Md.-based developer of chemical substance verification and detection solutions used by the healthcare, brand protection, homeland security and law enforcement sectors, has named Wills Associates ([www.wills-pr.com](http://www.wills-pr.com)) as the company's public relations agency of record. Wills & Associates, with offices in Baltimore and Bethesda Maryland, specializes in providing public relations services to technology businesses.

"CDEX's core technology, which validates the unique chemical signatures of substances, has a wide range of important applications, including better protecting healthcare patients from medication errors, detecting counterfeit pharmaceuticals and consumer products, and assisting law enforcement with identification of illegal or dangerous chemicals. Wills & Associates is very pleased to be working with CDEX to promote products and technologies that contribute to improved health and safety of the public," said Wills & Associates President & CEO Brad Wills.

CDEX retained Wills & Associates to provide public relations counsel in support of the company's chemical detection and validation product lines. CDEX's ValiMed medical devices are being widely adopted throughout the healthcare community to assist hospitals in the verification of correct medications and dosages for patients, confirmation of correct returns on medical narcotics within hospital environments, as well as the detection of counterfeit pharmaceuticals and vaccines--a growing problem. Law enforcement applications for CDEX's technologies include explosive substances and drug detection solutions.

"We are very pleased to be working with Wills & Associates to raise awareness of CDEX and our innovative technologies. Wills & Associates has a strong track record of working with technology companies to communicate effectively to a broad range of audiences, such as the media and the investment community, to shape public outreach efforts," said CDEX COO Jim Griffin.



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### **About Wills & Associates**

Wills & Associates is a full-service public relations firm based in Bethesda and Baltimore, Maryland offering media relations, government relations, community relations, crisis communications, business networking, media training, fundraising services, internal communications, writing services, and events production capabilities. Since 1978, Wills & Associates has worked with hundreds of organizations to more effectively communicate their messages and shape their public images. For more information on Wills & Associates, please visit [www.wills-pr.com](http://www.wills-pr.com).

### **About CDEX, Inc.**

CDEX Inc. is a technology development company with a current focus on developing and marketing products using chemical detection and validation technologies. At present, CDEX is devoting its resources to two distinct areas: (i) identification of substances of concern (e.g., explosives and illegal drugs for homeland security); and (ii) validation of substances for anti-counterfeiting, brand protection and quality assurance (e.g., validation of prescription medication and detection of counterfeit or sub-par products for brand protection). ValiMed is one line of CDEX products for the healthcare market. CDEX is headquartered in Rockville, Maryland with its research and development laboratory in Tucson, Arizona. For more information, visit [www.cdex-inc.com](http://www.cdex-inc.com) and [www.valimed.com](http://www.valimed.com) or contact Jim Griffin or Jerry Blair at 301-881-0080 ([cdexmanagement@cdex-inc.com](mailto:cdexmanagement@cdex-inc.com)).

*Any statements made in this press release which contain information that is not historical are essentially forward-looking. Many forward-looking statements can be identified by the use of words such as "expects," "plans," "may," "anticipates," "believes," "should," "intends," "estimates," and other words of similar meaning. These statements are subject to risks and uncertainties that cannot be predicted or quantified and, consequently, actual results may differ materially from those expressed or implied by such forward-looking statements. Such risks are detailed from time-to-time in filings with the Securities and Exchange Commission. There is no obligation to publicly update any forward-looking statements.*