

Electronic Component Search Engine SupplyFrame Announces Free Search Widget GoPart

SupplyFrame free search widget simplifies search for information about electronic components.

Pasadena, CA (PRWeb) February 22, 2007 -- SupplyFrame (<http://www.supplyframe.com/>) announced today the release of the new SupplyFrame GoPart electronic component search engine widget. The free search widget lets design engineers and buyers instantly find the most current available facts about millions of electronic components in real-time, from their desktops. The free search widget is available at <http://www.supplyframe.com/gopart/> and can be easily installed by the user onto their desktop.

SupplyFrame GoPart is an extension of the company's one-of-a-kind electronic component search engine, which offers exclusive up-to-date pricing, availability, sources, trends, and electronic component cross reference data. The SupplyFrame search engine enables the fastest possible access to detailed component information that design engineers and buyers need. The electronic component search engine also helps them move through design and procurement processes quickly.

"Design engineers and buyers no longer have to use a combination of general search engines, company websites and product catalogs to find what they're looking for," said Steve Flagg, CEO, SupplyFrame. "SupplyFrame GoPart delivers that information to your desktop instantly and makes it easy to get products to production quickly."

SupplyFrame GoPart is a new class of tool that opens an electronic component search engine inside many applications, including EDA, MRP, MS Excel or a browser. SupplyFrame GoPart presents complete, live information, electronic component datasheets, RoHS compliance, volume pricing and lead times as well as electronic component cross reference.

Avnet Electronics Marketing has partnered with SupplyFrame to attach the content of its own electronic component database to SupplyFrame GoPart. The Avnet database includes pricing and lead time for a broad range of electronic components. Under the agreement, Avnet will be the exclusive launch partner for the SupplyFrame GoPart widget in the North American market.

"This service will add value to our customers' design process in a very simple and effective way. With the GoPart service, they can find electronic component information in seconds, right on their desktop, while operating inside their design tools, and then linking to the Avnet shopping cart on the <http://www.em.avnet.com/> Web site to buy. This gives engineers great savings in time over generic searches on Web," says Glenn Bassett, vice president of strategic business development for Avnet Electronics Marketing. "In the current environment where getting product to market quickly is crucial, this will truly give our customers the edge."

"Avnet understands the importance of delivering information and education to design engineers and manufacturers so they can build great products," said Flagg. "We created SupplyFrame to give decision makers the facts they need quickly and without a sales agenda - not a page full of web links or sales pitches. The SupplyFrame GoPart widget compliments both companies' philosophies and we are pleased to be working with Avnet."

SupplyFrame GoPart electronic component search engine widget is available both through SupplyFrame

<http://www.supplyframe.com/gopart/> and Avnet Electronics Marketing www.em.avnet.com.

About SupplyFrame

SupplyFrame gives buyers and engineers a competitive edge with easy access to clear information about millions of electronic components. SupplyFrame delivers information and tools to people who make design and decide on electronic components sourcing. SupplyFrame offers exclusive up-to-date pricing, availability, sources, trends, and electronic component cross reference data. Information is provided from an electronic component search engine, along with easy, powerful tools to quote, analyze and communicate with partners. For more information visit SupplyFrame at www.supplyframe.com.

About Avnet Electronics Marketing

Avnet Electronics Marketing is an operating group of Phoenix-based Avnet, Inc. (NYSE:AVT), a Fortune 500 company. Avnet Electronics Marketing serves electronic original equipment manufacturers (EOEMs) and electronic manufacturing services (EMS) providers in 70 countries, distributing electronic components from leading manufacturers and providing associated design-chain and supply-chain services. The group's Web site is located at <http://www.em.avnet.com/>.

About Avnet

Avnet, Inc. is one of the largest distributors of electronic components, computer products and technology services and solutions with more than 250 locations serving 70 countries worldwide. The company markets, distributes and optimizes the supply-chain and provides design-chain services for the products of the world's leading electronic component suppliers, enterprise computer manufacturers and embedded subsystem providers. Avnet brings a breadth and depth of capabilities, such as maximizing inventory efficiency, managing logistics, assembling products and providing engineering design assistance for its 100,000 customers, accelerating their growth through cost-effective, value-added services and solutions. For the fiscal year ended July 1, 2006, Avnet generated revenue of \$14.25 billion. For more information, visit www.avnet.com.

SupplyFrame GoPart and the SupplyFrame GoPart logo are trademarks of SupplyFrame Inc.

###

Contact Information**Jeff Curie**

SupplyFrame

<http://www.supplyframe.com/gopart/>

949-742-1199

Online Web 2.0 VersionYou can read the online version of this press release [here](#).