

For Immediate Release

For more information, please contact:

Jeff Curie
SupplyFrame, Inc.
626-793-7732
jcurie@supplyframe.com

SupplyFrame Announces Media Veteran John Schirmer as VP of Worldwide Sales for Online Advertising Leader in the Electronics Industry

Former Yahoo! and EDN Executive to Lead Sales Expansion for the SupplyFrame Network

PASADENA, Calif – March 9, 2009 - SupplyFrame, the leading online advertising and lead generation network for electronics, today announced that John Schirmer will head its global sales. Schirmer leaves his post as a Director of Sales at Yahoo! to lead the rapid growth at SupplyFrame. Prior to Yahoo! John was the Group Publisher for EDN, Electronic News and Electronic Business. The addition comes as SupplyFrame's reach surpasses 1.6M unique design engineers and procurement professionals each month.

“John understands the challenges facing today's marketers in an industry that is rapidly shifting online,” said Steve Flagg, CEO of SupplyFrame. “Our business is surging now that companies are demanding measurable results from their marketing spend. John will be pivotal in helping us handle this growth. His online media sales expertise coupled with his deep industry knowledge is a perfect fit for SupplyFrame.”

SupplyFrame offers performance-based advertising solutions specialized to the needs of the electronic market. SupplyFrame's unique advertising capabilities allow manufacturers, distributors and service providers to target and influence a large, high quality audience for lead generation, traffic driving and branding campaigns.

“SupplyFrame’s huge reach coupled with innovative advertising products that deliver strong ROI are the right solution at the right time for the electronics industry,” said John Schirmer, VP of Worldwide Sales. “I’m truly thrilled to return to this industry. I look forward to creating online solutions with my old customers as well as new ones.”

About SupplyFrame

SupplyFrame (www.supplyframe.com) is the only online advertising and lead generation network specialized for the needs of the electronics industry. SupplyFrame’s unique performance-based advertising solutions allow manufacturers, distributors and service providers to target and influence a large, high quality audience for lead generation, traffic driving and branding campaigns.