

For Immediate Release

For more information, please contact:

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

**SupplyFrame Launches New Division to Accelerate Measurable Advertising
for the Electronics Industry**

*SupplyFrame Media becomes the Focal Point for Performance Media Solutions from
SupplyFrame, Inc.*

PASADENA, Calif – April 1, 2009 – SupplyFrame, Inc., one of the largest communities of online electronics professionals, today announced the formation of a new division focused on the electronics marketing audience. The new division, SupplyFrame Media, offers a growing reach that currently surpasses 1.7M unique design engineers and procurement professionals each month.

“It’s a new era in marketing – we’re making media results measurable and programs that are quick and easy to launch,” said John Schirmer, VP of Worldwide Sales. “We brought our media and fast-growing advertising operations under one roof to streamline campaign launch and management for electronics marketers.”

SupplyFrame Media (www.supplyframemedia.com) offers performance-based media solutions specialized for advertising electronics. SupplyFrame Media’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.

“Since 2008, 625 print magazines have shut down just in the US as marketers have shifted ad spend online,” said Jeff Curie, VP of Marketing at SupplyFrame. “Our growing online

advertising customer base benefits from the ability to measure their marketing results and optimize their campaigns.”

About SupplyFrame Media

SupplyFrame Media (www.supplyframemedia.com) is the media division of SupplyFrame Inc. and dedicated to marketing for the electronics industry. SupplyFrame Media provides advertising solutions for electronics marketers looking to introduce new products, drive engineers to their websites, and generate sales leads. SupplyFrame Media is a business built around measurable media — high-performance advertising campaigns and marketing promotions that deliver results with tools to maximize return on investment.

About SupplyFrame, Inc.

SupplyFrame, Inc. (www.supplyframe.com) is a leading online publisher of technical and procurement information about electronic and industrial components. The content provided by SupplyFrame reaches over 1.7M global engineering, procurement and manufacturing professionals each month.