

For Immediate Release

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SupplyFrame Media Teams up with Top Engineering Community Site in China

SupplyFrame Media and EEFOCUS.com Extend Global Reach for Electronics Marketers

PASADENA, Calif – April 29, 2009 – SupplyFrame, Inc. today announced the launch of a partnership with EEFOCUS.com. The partnership creates a new opportunity for SupplyFrame Media customers to expand their advertising reach to the fast growing product design market in China. The agreement will also give EEFOCUS advertising customers access to SupplyFrame’s high performance media offering.

Effective immediately, electronics marketers can now deliver targeted campaigns on the EEFOCUS.com site through SupplyFrame Media. In addition, EEFOCUS.com Chinese-language users may now search integrated SupplyFrame content, including technical specifications and datasheets, on millions of electronic components. EEFOCUS.com is the largest community site of Chinese electronics engineers online today with over 160,000 registered users and 2,000,000 monthly page views.

“Our customers have told us they want to increase their reach into China,” said John Schirmer, VP of Worldwide Sales. “EEFOCUS has built a highly-engaged community of Chinese engineers by combining essential technical content with interactive social media. For marketers that need a more effective presence in China, the partnership with EEFOCUS.com expands our reach into this high quality audience.”

“We’ve been working together for several months to give our Chinese engineering audience easy access to SupplyFrame’s valuable technical content,” said Gongyu Su, General Manager of EEFOCUS.com. “This marketing partnership is a win-win for both SupplyFrame Media and EEFOCUS customers to reach each other’s audience.”

About SupplyFrame Media

SupplyFrame Media (www.supplyframemedia.com) is the media division of SupplyFrame Inc. and dedicated to delivering high-performance, measurable marketing solutions 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 measurable results with tools to maximize return on investment.

About EEFOCUS

Targeting millions of Chinese electronic engineers and professionals, EEFOCUS (www.eefocus.com) positions itself as a Web 2.0 online community platform and service provider that enables seamless interaction between engineers, vendors and all the parts of the industry chain. With creative content, highly interactive social networking and strong self-promotion opportunity for community members, EEFOCUS is becoming the most valuable online hub for Chinese electronics engineers as well as university professors and students.