

For Immediate Release

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SupplyFrame Media Boosts Reach into Japanese Electronics Market

SupplyFrame Media Teams with INCOM to Extend Global Reach for Electronics Marketers

PASADENA, Calif – May 13, 2009 – SupplyFrame, Inc. today announced the launch of a partnership with Tokyo-based INCOM Company Ltd. The partnership creates a new opportunity for SupplyFrame Media customers to reach the dynamic electronics design community in Japan. The agreement will also give INCOM advertising customers access to SupplyFrame’s high performance media offering and global audience.

Effective immediately, Japanese-language users of INCOM’s *Seihinnavi.com* may now search integrated SupplyFrame content, including technical specifications and datasheets, on millions of electronic components. *Seihinnavi.com* is a dominant site for electronics engineers online today with over 160,000 unique users and 2,600,000 monthly page views.

“The engineering community in Japan is vibrant and valued by our customers,” said John Schirmer, VP of Worldwide Sales. “INCOM, through its site *Seihinnavi.com*, has built a terrific online audience in Japan. We look forward to a relationship that will extend our customers’ global media reach further into the Japanese community and provide marketing opportunities for customers of INCOM.”

“We are pleased to provide our audience with easy access to SupplyFrame’s valuable technical content,” said Ichiro Suzuki, Representative Director of INCOM. “This

partnership creates an effective mechanism for both SupplyFrame and INCOM customers to reach new audiences and new sales opportunities.”

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 INCOM

Established in 1973, INCOM Company Ltd. has been dedicated to providing product and supplier information to the industrial, electronics and IT/network markets of Japan for over 35 years. INCOM is the only company in Japan that publishes both local and international information to specifically targeted industry buying influences through magazines, directories and websites. With a portfolio of print and digital publications reaching over 100,000 decision-makers every month, INCOM is a recognized leader in effective marketing solutions, including its flagship website www.seihinnavi.com. INCOM is a joint venture with Thomas Publishing Company of the US.