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For more information, please contact:

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

SupplyFrame Media Reaches Across the Twitterverse

SupplyFrame Media Launches Datasheeteer for Researching Electronic Component Information Through Twitter

PASADENA, Calif – July 21, 2009 – SupplyFrame, Inc. today announced the launch of a new service for technical professionals to quickly retrieve information on electronic components using Twitter. Datasheeteer, the name of the new service, allows Twitter users to view component specifications through any Twitter application or web site.

The Datasheeteer search tool, also known as a bot, is the evolution of ideas for assisting engineers around the world to get quick access to accurate technical information. SupplyFrame Media previously has created purpose-built websites and widgets to assist users. The emergence of Twitter opened the door to a new and powerful channel for SupplyFrame to reach out and help engineers on the desktop.

“It’s all about saving people time,” said Jeff Curie, VP of Marketing at SupplyFrame. “Twitter encourages tweeters to use any client software or website they chose. Today, we are leveraging the fact that there are many popular desktop Twitter applications sitting at the fingertips of engineers. Datasheeteer allows people to pull technical specs on products in a couple of seconds using their Twitter client. Compared to hunting with browsers and Google, using Twitter can get the job done faster.”

Engineers should follow Datasheeteer on Twitter here: www.twitter.com/datasheeteer

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.