

SEPTEMBER 15, 2009

For more information, please contact:

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

SupplyFrame Media Audience Expands to Record Levels Reaching 2M Unique Visitors

Electronics Industry Media Leader Exceeds 2M Uniques and 9M Page Views in August 2009

PASADENA, Calif – September 15, 2009 – SupplyFrame, Inc. today announced that it exceeded the 2 million unique visitor mark for audience reach in the electronics industry. In August 2009, SupplyFrame Media delivered advertising and content to over 2.1 million unique people through 9.0 million page views as measured by the independent online media measurement firm Quantcast Corporation.

“This level of reach has created an unprecedented opportunity for electronics advertisers,” said Jeff Curie, VP of Marketing at SupplyFrame. “Using a single solution that can reach and engage a quality audience anywhere on the globe offers marketers the ability to promote products broadly and with less effort than traditional media options.”

Engineers and procurement professionals use the SupplyFrame Media global network to research specifications required to make design and purchase decisions. SupplyFrame Media provides industry marketers with measurable advertising products to promote products and increase brand awareness.

“Engineers have moved online but traditional media players have struggled to make the transition. SupplyFrame Media is filling the void,” said Steve Flagg, CEO. “With the world’s leading technology suppliers using our network to drive mass market adoption of new products, we are quickly becoming the release-to-market vehicle of choice for the electronics industry.”

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.