

NOVEMBER 2, 2009

For more information, please contact:

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

SupplyFrame Media's Global Audience Boosts Digi-Key's Worldwide Expansion Plans

Advertising to 2M Engineers and Buyers a Month Opens a New Global Marketing Channel for the Electronics Industry

PASADENA, Calif – November 2, 2009 – SupplyFrame, Inc. today announced its collaboration with electronic component distributor Digi-Key Corporation. For Digi-Key, online presence is the primary avenue to maintain top position in the minds of engineers and purchasing professionals worldwide. To fuel its online growth, Digi-Key is leveraging SupplyFrame Media's ability to reach over 2M unique electronics professionals each month.

SupplyFrame Media offers a single advertising system that can deliver ads in any language into any region and measure the results. Leading the regions outside the U.S., China is now the largest international audience of SupplyFrame Media, followed by Russia, Germany, and Japan.

“Digi-Key is growing new customers around the world, and SupplyFrame Media helps us reach the online engineers in key markets,” said Tony Harris, VP of E-Commerce at Digi-Key. “Online media that reaches new customers with our brand and allows us to measure the resulting lift in sales is the kind of solution that supports our growth.”

“The biggest names in the industry are gaining new sales, branding and design-wins from these growing international markets as a direct result of SupplyFrame Media,” said John Schirmer, VP of Global Sales at SupplyFrame Media. “Our broad, global reach and local

language capabilities make it easy for any size company in the industry to campaign to thousands of international customers and immediately see the impact with our online reports.”

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 Digi-Key Corporation

As one of the world's fastest growing distributors of electronic components, Digi-Key has earned its reputation as an industry leader through its total commitment to service and performance. As a full-service provider of both prototype/design and production quantities of electronic components, Digi-Key has been ranked #1 for Overall Performance for 17 consecutive years from among the nation's more than 200 distributors (EE Times Distribution Study/August 2008). Offering more than 1.5 million products from more than 400 quality name-brand manufacturers, Digi-Key's commitment to inventory is unparalleled. Access to the company's broad product offering is available 24/7 at Digi-Key's top-rated website, www.digikey.com.