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**SupplyFrame Media's Audience in China Exceeds 300,000 Engineers and Buyers**

*Geo-targeted Advertising from SupplyFrame Media Opens Growth Channels for the Electronics Industry*

PASADENA, Calif – November 10, 2009 – SupplyFrame, Inc. today announced the availability of geo-targeted ad campaigns that reach an electronics design audience of over 300,000 unique people in China each month. Geo-targeted advertising is available immediately for both English and Chinese-language advertising.

The China geo-targeted option offers a single advertising system that can deliver ads to users located in China and those using Chinese-language browsers. China is SupplyFrame Media's largest international audience with 300,000 uniques and nearly 2M page views generated each month.

“Our advertising partners have gained new sales, branding and design-wins in China as a result of our new geo-targeting offer,” said John Schirmer, VP of Global Sales at SupplyFrame Media. “Most of our customers include China as a strategic geographic initiative, and this ability makes it easy to launch products and generate demand from engineers in China.”

**About SupplyFrame Media**

SupplyFrame Media ([www.supplyframemedia.com](http://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.