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**SupplyFrame Media Announces New Product Launch Program for the Electronics Industry**

*New Launch Program Reaches Global Electronics Designers to Boost Activity Around New Products*

PASADENA, Calif – November 17, 2009 – SupplyFrame, Inc. today announced the availability of a program designed to drive activity for new product introductions in the electronics industry. The new launch program allows manufacturers to supplement their existing sales channels and extend the scope of their product launches to the broad community of electronics designers.

The SupplyFrame Media product launch program opens a channel to millions of qualified, global engineers that engage in several key activities including datasheet and whitepaper downloads, video views, evaluation kits and samples. Several different calls-to-action can be applied within a single product launch to match the needs of the manufacturer and their distribution partners.

The standard duration of the launch program is 60-day and can be extended. Base launch programs include global coverage with 15,000 impressions per week. Enhanced programs include kick-off full or half-day roadblock ad campaigns that blitz the audience with up to ½ million impressions.

“Our customers have had terrific, measurable increases in product activity on their sites when they included SupplyFrame Media in their product launch plans. Many of our largest customers now include SupplyFrame Media launch campaigns as part of their standard new product introduction process,” said John Schirmer, VP of Global Sales at SupplyFrame Media. “We are packing our most effective techniques into a single new program so that it is easy to perform a global product launch to our audience of over 2M unique electronics professionals.”

SupplyFrame Media product launch programs are available immediately and can be live in as little as 48 hours.

### **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.