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## **SupplyFrame Online Advertising for the Electronics Industry Comes to Europe**

*Nick Walker to service European market for fast growing content and advertising network*

PASADENA, Calif – December 1, 2008 -- SupplyFrame, the leading online source of electronic component information and advertising, today announced that Nick Walker will represent sales for the European advertising market. The addition will provide SupplyFrame with a local point of presence for their rapidly growing European customer base.

“SupplyFrame has a big audience in Europe, and our fast growing sales warrant a local presence,” said Steve Flagg, CEO of SupplyFrame. “We see a massive shift in advertising budgets as current economic conditions have accelerated the migration of ad spend from print to online. Nick’s experience and relationships in the region will make it easy for European customers to take advantage of SupplyFrame’s ROI-driven marketing solutions.”

SupplyFrame operates the largest and fastest growing content and advertising network dedicated to the information needs of design engineers and procurement professionals in the electronics industry. Engineers and their managers represent 71% of the visitors accessing SupplyFrame. In October 2008, 1.2 million unique visitors generated 7.5 million page views on SupplyFrame. Europe represented a substantial

portion of the SupplyFrame traffic with 456,000 unique visitors and 2.9 million page views.

SupplyFrame's online performance based advertising solutions are tailored for the needs of the electronics market. Industry manufacturers, distributors and service providers are able to target a large, high quality audience for lead generation, traffic-driving and branding campaigns.

### **About SupplyFrame**

SupplyFrame ([www.supplyframe.com](http://www.supplyframe.com)) is a leading online publisher of technical and procurement information about electronic and industrial components. Content publishing is one piece of SupplyFrame's online performance-based marketing system designed for manufacturers and distributors to promote products to engineering, procurement and manufacturing professionals globally.