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For more information, please contact:

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

Unmet Demand for Engineering Content Led to a New Marketing Channel According to a White Paper Released by SupplyFrame Media

New White Paper Explains the Behavior of Engineers Online that Power the Leading Advertising System for the Electronics Industry

PASADENA, Calif – December 2, 2009 – SupplyFrame, Inc. today released a white paper that focused on explaining the insights and market research that led to one of the fastest growing marketing channels in the electronics industry.

The paper, “How SupplyFrame Media Harnessed the Demands of Online Engineers to Build a New Marketing Channel,” was written for marketing communications and product marketing professionals in the electronics industry. In the paper, SupplyFrame Media explores the change in behavior of engineers as they shifted to rely primarily on the web for design research and, as a result, how a new opportunity for advertising to the global engineering and purchasing audience emerged. The search behavior of engineers and the strategy used by SupplyFrame Media to harness the audience for the benefit of manufacturers and distributors are also detailed as is the way in which current industry leaders are utilizing the web for their promotional campaigns.

SupplyFrame Media authored the white paper to assist marketing professionals to better understand the new online marketing channel, how engineers use the web to discover new products and locate technical content, and the kinds of advertising in the electronics industry that achieve the best results. “Understanding how modern-day engineers locate technical content is

crucial to developing successful marketing campaigns that promote your products and services within this instantaneous environment,” said Jeff Curie, VP of Marketing at SupplyFrame Media. “Our publication strives to explain the behaviors and principles that shape the most effective online advertising programs.”

The white paper is free and can be downloaded from SupplyFrame Media at http://www.supplyframemedia.com/b2b_marketing_videos/new_marketing_channel.shtml.

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.