

## **Electronic Parts Supply Solution SupplyFrame Adds Yahoo! Executive to B2B Electronic Component Search Engine Team**

*Willan Johnson Joins SupplyFrame to Pioneer Search-Based Applications for Manufacturing.*

Pasadena, California ([PRWeb](#)) December 6, 2006 - SupplyFrame (<http://www.supplyframe.com/>), a pioneering electronic component search engine for manufacturers, today announced the appointment of Willan Johnson as Senior Vice President and General Manager.

SupplyFrame is an electronic parts supply solution for the millions of underserved professionals that are designing and manufacturing products containing electronic components. SupplyFrame combines industry-specific, interactive business applications with an electronic component search engine to support complex, high-value decisions in a global market where over \$1B in components change hands each day.

In his new position, Johnson will head SupplyFrame's development of advertising and lead generation services for customers.

"Willan brings tremendous expertise that will help us expand our next-generation vertical search engine for B2B. Traditional search engines cast too wide of a lens for B2B, but SupplyFrame is an industry-specific service for designing new products and procuring components," says Steve Flagg, Founder and CEO of electronic parts supply tool SupplyFrame. "Everyone using SupplyFrame has a high intention to buy."

"SupplyFrame has a breakthrough recipe for the vertical search engine marketplace - gather decision makers around a critical business process, then give advertisers ways to interact with customers that will influence their decisions," says Willan Johnson. "SupplyFrame has got it right. It's impressive to see the huge community that already relies on SupplyFrame."

Johnson brings over 18 years of experience. Most recently he was Vice President and General Manager of the Yahoo! Publisher Network (YPN) where he helped build and lead one of the largest online advertising networks. Previously, Johnson held senior positions for the Overture business unit of Yahoo!. Prior to Yahoo!, he spent eight years as a technology and management consultant to such companies as the Havas Interactive, House of Blues, and Walt Disney Company.

"We are excited to have Willan on the SupplyFrame team," said Jim Armstrong, Managing Director of Clearstone Venture Partners and a member of SupplyFrame's Board of Directors. "SupplyFrame is leading the development of a new B2B advertising model, and Will brings key experiences to guide their vertical search ad products for this multi-billion dollar market."

Learn more about the top electronic parts supply solution SupplyFrame and all it has to offer ([http://www.supplyframe.com/electronic\\_component\\_search\\_engine.shtml](http://www.supplyframe.com/electronic_component_search_engine.shtml)).

About the SupplyFrame Electronic Component Search Engine

SupplyFrame gives buyers and engineers a competitive edge with easy access to clear information about millions of electronic components. SupplyFrame delivers information and tools to people who rely on up-to-date pricing, availability, sources, trends, and electronic component cross reference. This information, along with easy, powerful tools to quote, analyze and communicate with partners, is available through SupplyFrame at

www.supplyframe.com.

#### About Clearstone Venture Partners

Clearstone Venture Partners provides venture capital for technology innovators. With offices in Santa Monica and Menlo Park, California, Clearstone has \$650 million of committed capital to invest across the horizon of technology markets including software, enterprise infrastructure, storage, communications, security, wireless, semiconductors, advanced optics and both consumer & business Internet. The firm's investors include investment entities of JP Morgan, CalPERS, CalSTERS, Goldman Sachs, Merrill Lynch, MIT, and The State of Michigan. Clearstone has a proven history of leadership in financing and building high-growth technology start-ups having backed segment-leading companies including PayPal, United Online, Overture, and PeopleSupport.

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