

## JAS Technical Media to represent SupplyFrame

December 10, 2007 – JAS Technical Media has been appointed the exclusive media representative in North America for Pasadena-based SupplyFrame Inc., the leading electronic component datasheet and design information search site in the Electronics Industry. JAS Technical Media LLC is an advertising sales network and technical communications consulting company formed by industry veterans Steven Wirth and Joshua Israelsohn. This current appointment follows the earlier announcement made by Reed Business Information regarding representation of EPN, EPN France, ECN Asia and China as well as WDD Asia and China. In addition to the Reed International Electronics titles, JAS also represents PowerPulse.net which is part of the Darnell Group and NEP magazine which serves the Japanese Electronics Industry.

“We’re glad to have JAS on board. SupplyFrame is used heavily by design engineers around the world and our unique advertising options play well to JAS expertise. The addition of JAS Technical Media with our own teams and the EDN sales force expands our reach significantly.” said Steve Flagg, CEO of SupplyFrame.

“We are pleased to be working with SupplyFrame which is providing engineers with a place to select components for their designs. The addition of SupplyFrame to our portfolio mix enables JAS to provide access for our advertisers to Component Specifiers working in a global market throughout the design and product life cycles with a mix of on-line and print vehicles,” said Steve Wirth.

“SupplyFrame is the first online component-search tool I’ve used that responds to component-information queries the way I want with a high degree of relevance and very little noise in the responses. This is a tool I can use: It serves an engineer’s needs with accurate, easily retrievable technical information.” said Joshua Israelsohn.

Before co-founding JAS, Steven Wirth was Group Publisher of the Technology Group at Advantage Business Media. Along with Steven, the advertising sales side of JAS Technical Media includes Terry McCoy, Jr., formerly a Group Vice President with Reed Business Information, and Nancy Bateman-Kocsis, a former National Sales Manager with Reed Business Information. The JAS team has over 65 years of experience in all aspects of publishing.

Joshua Israelsohn holds an SBEE from MIT and has 15 years experience in assembled product and IC design, primarily in the areas of precision measurement and audio circuits. For six years, he was the Technical Editor at EDN Worldwide for analog design, analog ICs, Communications Physical Layer, MEMS/MOEMS and power ICs and discrettes. Joshua is focusing his efforts on the consulting business, which will launch at the end of this year.

The SupplyFrame vertical search engine for electronic components gives buyers and engineers a competitive edge with easy access to authoritative information about millions of electronic components. SupplyFrame delivers information to people who design and decide on electronic components sourcing. SupplyFrame offers exclusive content including up-to-date datasheets, lifecycle, availability, sources, and electronic component cross-reference data. SupplyFrame also offers a variety of advertising tools designed to support the electronics industry. For more information, visit SupplyFrame at [www.supplyframe.com](http://www.supplyframe.com).