



*****ATTENTION EDITOR*****

FOR IMMEDIATE RELEASE

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**SchmartBoard Signs Electronic School Supply, Inc.
Distributor to Help Get SchmartBoard Into Higher Education**

Fremont, CA – March 16 2009 – SchmartBoard announced today the signing of Education distributor Electronic School Supply, Inc. to carry the line of SchmartBoard prototyping products.

Education is a major focus and significant percentage of sales for SchmartBoard. The ease of soldering surface mount technology (SMT) components with SchmartBoard|ez technology has solved a significant problem for colleges and universities. Educators want to teach electronic theory, not hand soldering of SMT components.



“Electronic School Supply is a perfect partner for SchmartBoard’s educational market goals,” said SchmartBoard VP of Marketing Neal Greenberg. “They can do something that we can’t - namely integrate SchmartBoards into kits. Many schools are only now making the transition from yesterday’s through hole technology to today’s surface mount technology. It is imperative for education to do this if they want students to have realistic industry experience in their curriculum. With the help of Electronic School Supply, we can make this transition less painful.”

“Many of our customers prefer the Custom Lab Kits as a method of saving time, inventory maintenance, and money,” says Sue Terry, ESS President. “ESS also recognizes that there are many choices of components in the market today. SchmartBoard will give us the competitive edge in helping our customers’ transition into SMT components. We plan to begin integrating them into kits for many customers who are ready to make this change.”

About SchmartBoard (www.schmartboard.com)

SchmartBoard™ is committed to helping engineers, students and hobbyists develop electronic circuits faster, easier, and less expensively than previously possible. SchmartBoard’s patented *Electronic Circuit Building Blocks* makes this possible. SchmartBoard’s “EZ” Technology and Solder By Numbers™ program makes the soldering of surface mount components and circuit creation accessible to virtually anyone.

About Electronic School Supply, inc. (www.esssales.com)

Electronic School Supply is a one-stop shopping source for the entire electronic classroom needs. In our website you will find top-quality equipment and components supplied by name brand manufacturers. We specialize in Custom Lab Kits designed to your specifications.