



*** ATTENTION EDITOR ***

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SchmartBoard Signs Willy's Electronic Supply To Sell Full Line

Willy's markets to government, education, MRO, OEM and retail customers

Fremont, CA – October 10 2006 -SchmartBoard, the developer of a new technology that has significantly simplified the creation of electronic circuits for hobbyists and electronic engineers, has signed National City, CA based Willy's Electronic Supply Co., Inc. as an authorized distributor.

Schmartboard is not looking for the typical distribution partner. According to Neal Greenberg, SchmartBoard's VP Sales and Marketing, "Schmartboard is targeted towards hobbyists and students as well as engineers. We seek distributors who have a local retail operation to support local users and an internet presence to allow users the flexibility to buy online. Willy's will serve the San Diego market in this manner"

According to Dustin Twamley, Willy's purchasing manager, "I think that SchmartBoard is a great new product that will really appeal to our hobbyist and MRO (maintenance repair operations) customer base. The design is innovative and the ease of use should allow the product to sell itself."

The SchmartBoard solution allows one instead in a matter of hours to put together a board and instantly make modifications as one needs to. SchmartBoard's new product line makes it possible for virtually anyone to hand solder integrated circuits (ICs), even BGA (Ball Grid Array). Based on surveys of companies and universities, SchmartBoard believes that this product will have a huge impact for both industry and academia.

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. At SchmartBoard, our three-word mission statement is "Electronics for Everyone".

About Willy's Electronic Supply Co (www.willyselectronics.com)

Willy's Electronic Supply Co. is a general line distributor of electronic supplies and components. We serve many markets including government, education, MRO, OEM and retail customers. We have been located in National City, CA since 1965. Our goal is 100% customer satisfaction.