



*** ATTENTION EDITOR ***

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SchmartBOARD Chooses Circuit Specialists to Serve Phoenix Market
SchmartBoard to Choose One Retail Partner to Serve Each Major Market

Fremont, CA (January 5th, 2004)-SchmartBOARD, a company that manufactures an innovative new tool to help engineers, students, and hobbyists create electronic circuit boards, has signed Mesa, AZ based Circuit Specialists 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. The product is a major advancement for teaching and prototyping surface mount as well as through-hole components. For this reason, we did not want a component distributor who catered to engineers only. The Phoenix metro area is an important market due to its strong industry and educational institutions. With Circuit Specialists we have found a partner who already markets to students and hobbyists as well as engineers. This is an important development for us."

Wayne Thorpe, Circuit Specialists President expects to see a lot of interest in Schmartboard. According to Wayne, "Circuit Specialists, Inc sells to electronic engineers & designers at universities, high tech corporate & military institutions. Schmartboard products offer a unique and low cost solution for prototyping with today's high-density surface mount devices. We expect a quick & enthusiastic acceptance of the new Schmartboard product group "

The Schmartboard solution allows one instead in a matter of hours to put together a board and instantly make modifications as one needs to. With Schmartboard one does not have to order a custom PCB initially or deal with wire-wrap boards. Schmartboards are pre-traced printed circuit boards that are connectable like building blocks. We call this patented product, "Electronic Circuit Building Blocks". They allow one to build electronic circuits on a SchmartBoard block by block, and then connect the blocks together to form a functional board. Because the boards are pre-traced, the need for wire jumpers is minimized, as opposed to breadboards or wire-wrap boards.

About SchmartBOARD

SchmartBOARD™ is committed to helping engineers, students, and hobbyists develop electronic circuits faster, easier, and less expensively than previously possible. Schmartboard's patent pending *Electronic Circuit Building Blocks* makes this possible. More information about Schmartboard can be found at www.schmartboard.com

About Circuit Specialists

Circuit Specialists has been serving the electronics industry since 1971. The Mesa, Arizona company's website is www.circuitspecialists.com