



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

FOR IMMEDIATE RELEASE

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Fry's Electronics to Distribute SchmartBoard|ez Technology

Fremont, CA - January 10, 2006 - SchmartBoard, a manufacturer of a new type of tool to help engineers, students and hobbyists create electronic circuits, has signed silicon valley based Fry's Electronics to distribute and market its technology. As interest and demand continue to grow, SchmartBoard has begun to add first tier distributors.

"Every engineer I know goes to Fry's to buy small volumes of electronic components, including prototyping supplies," said Neal Greenberg, VP of sales and marketing at SchmartBoard. "Through Fry's 32 locations, and its online channel Outpost.com, anyone interested in electronics will have access to our technology."

Fry's expects a high level of interest in the new product line which makes it possible for virtually anyone to hand solder integrated circuits (ICs), even BGA (Ball Grid Array) without the advanced hand soldering skills that were once required.

"This significantly expands the potential market from experts in soldering to virtually anyone with an interest in electronics," said Greenberg.

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 Fry's Electronics (www.frys.com & www.outpost.com)

Fry's was founded as a Silicon Valley retail electronics store to provide a one-stop-shopping environment for the Hi-Tech Professional. Fry's continues to keep hi-tech professionals supplied with products representing the latest technological trends and advances in the personal computer marketplace. Fry's retails over 50,000 electronic items within each store, now totaling 32. There are currently 7 stores in Northern California, 9 stores in Southern California, 8 stores in Texas, 2 stores in Arizona, and 1 store each in Georgia, Illinois, Indiana, Nevada, Oregon and Washington. The stores range in size from 50,000 to over 180,000 square feet. Fry's also provides customers with added shopping opportunities via its online center at Fry's Outpost.com.

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