



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

FOR IMMEDIATE RELEASE

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**SchmartBOARD to Add Canadians to Monthly Contest Participation
Contest Gives Away 15 Combo Packs Each Month**

Fremont, CA (January 12th, 2004)-SchmartBOARD, a company that develops "Electronic Circuit Building Blocks™", has had an ongoing contest to help introduce their new concept since Dec 2003. Schmartboards are targeted towards engineers who would like to avoid having to do multiple revisions on PCB layouts and to students and electronic hobbyists who are tired of wire-wrap board and breadboard limitations.

Initially the contest was available only to people in the US. "I received many e-mails from Canadians who wanted to participate. Now that Schmartboard has signed a Canadian Distribution partner, Mississauga Based Engineering Lab, thankfully the contest can be opened up to our friends in the north". Says Schmartboard VP Sales & Marketing Neal Greenberg.

SchmartBOARD is giving away 15 combination packs a month with plans to do this monthly through 2004. Five will be given to professional engineers, five to engineering students, and five to electronics hobbyists each month. One only has to sign up once to be entered automatically every month. The direct URL on the Schmartboard website to enter is:

http://www.schmartboard.com/index.asp?page=SchmartLAND_contest

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. The combination pack that will be sent to contest winners has 24 assorted Schmartboards with connectors and jumpers. The suggested retail is \$49.95.

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.

About Engineering Lab

Engineering Lab has been manufacturing and distributing surface mount technology related products since 1997. In addition to surface mount component kits, Engineering Lab offers soldering / rework tools, as well as engineering related books, courses and training. For more information, contact K.C. Croal at (905) 785-1982, or visit their web site at www.engineeringlab.com