



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

FOR IMMEDIATE RELEASE

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New SchmartMoney Program Earns Customers Cash and Products
5% rebated back on all purchases of SchmartBoard products

Fremont, CA – January 18, 2010 – SchmartBoard, a company that makes prototyping electronic circuits easier, has announced a new customer loyalty program called SchmartMoney, which gives customers a 5% rebate in the form of cash or merchandise, on purchases of SchmartBoards from any authorized SchmartBoard distributor, or on any product or service purchased from Schmartboard direct.

Customers can sign up for the new program on SchmartBoard’s website and get credit on all SchmartBoard website or service transactions, or e-mail or fax us a receipt from an authorized distributor SchmartBoard order to earn their SchmartMoney.

“The reason for the program is two-fold,” said Neal Greenberg, Schmartboard’s VP of sales and marketing. “First we want to give our distributors another pull-through program to help create more sales, which is especially helpful to our international distributors. Secondly, the program will help us promote our engineering services as well as our products, all of which will earn SchmartMoney in the program. We plan to add more complementary products on a regular basis.”

In addition to the purchase of SchmartBoard prototyping boards, SchmartMoney can be earned on the purchase of items such as soldering equipment and supplies, electronics tools and instruments and even educational toys. Services such as circuit design, PCB layout, fabrication, and assembly services are also incorporated in the program. Users can sign up and get more details at the SchmartBoard website by clicking on the SchmartMoney icon.

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.

