



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

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SchmartBoard Announces New Program to Put Advocates on the Street
SchmartAdvocates will pass out free samples to help promote SchmartBoard.

Fremont, CA – February 19, 2007 – SchmartBoard, the developer of a new technology that has significantly simplified the creation of electronic circuits for hobbyists, education and industry, is now recruiting people to help spread the word as part of its SchmartAdvocate program.

The SchmartAdvocate program is designed to spread the word about SchmartBoard prototyping boards among electronics and robotics clubs, universities and other enthusiasts. SchmartAdvocates will receive commissions, bonuses and other perks in return for talking about SchmartBoards from experience as a user and passing out materials.

SchmartBoard|ez prototyping boards allow virtually anyone to hand solder surface mount components easily, quickly and flawlessly. Prior to the development of this technology in late 2005, few people had the dexterity to hand solder surface mount components with pitches as tiny as 0.4mm.

“People can not believe how easy it is to hand solder surface mount components with our product unless they try it for themselves. It is for this reason that we need to get demo boards in the hands of the right people,” said Neal Greenberg, SchmartBoard’s vice president of sales & marketing. “We are looking for influential people involved in industry, education and clubs to simply hand out samples to friends and colleagues.”

The people who try SchmartBoard due to their SchmartAdvocates will also receive bonuses if they make a SchmartBoard purchase. Those interested in this limited opportunity can fill out an application at:

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

The program is currently limited to the U.S. but may expand at a later date.

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 patent pending *Electronic Circuit Building Blocks* makes this possible. SchmartBoard’s “EZ” Technology makes the soldering of surface mount components accessible to virtually anyone.

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