



\*\*\* ATTENTION EDITOR \*\*\*

**FOR IMMEDIATE RELEASE**

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**SchmartBOARD Signs Ocean State Electronics**  
**Ocean State's clientele perfectly fits the SchmartBOARD target audience.**

Fremont, CA (August 9th, 2004)-SchmartBOARD, a company that manufactures an innovative new tool to help engineers, students, and hobbyists create electronic circuit boards, has signed Westerly, RI based Ocean State Electronics 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. Ocean State markets to industry, education and the hobbyist. It is important to find distributors who "

Frank Pellicano of Ocean State Electronics expects to see a lot of interest in SchmartBoard. According to Frank, "The SchmartBoard was just the type of new and interesting item we were looking for to add to our product line. For the past 16 years our primary customers have consisted of electronic hobbyists, amateur radio operators, small OEM's, and schools. We feel this product line will compliment our other products perfectly. Our company consists of two electronic engineers, myself being one of them. The other engineer and I both evaluated samples of the SchmartBoard. SchmartBoard gets an A+ from both of us!"

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 ([www.schmartboard.com](http://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.

**About Ocean State Electronics ([www.oselectronics.com](http://www.oselectronics.com))**

Ocean State Electronics is a family owned and operated business that has been selling electronic components, kits, and test equipment to hobbyists, HAM operators, OEM's, and schools. The business was started 16 years ago with promotion of our products through our own paper catalog that we publish. Though we maintain a real brick and mortar storefront, we promote our products now mostly through the Internet, but still publish a yearly catalog that currently is up to 120 pages. Many of our products are unique and hard to find which helps to separate us from the "regular distributors". We also cater to the hobbyist who is something the "regular distributors" shy away from.