



ATTENTION EDITOR

FOR IMMEDIATE RELEASE

Contact: Julie Podgorny
Intellect Lab
julie.podgorny@intellectlab.com
510 / 659-1527x13

SchmartBOARD Signs Engineering Lab

Canadian Distributor to Ship in Canada and Worldwide

Fremont, CA (December 15th, 2003)-SchmartBOARD, a company who manufactures a new type of tool to help engineers, students, and hobbyists fabricate circuit boards, has signed Mississauga based Engineering Lab as an authorized distributor.

Schmartboard was 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. The product is a major advancement for teaching and prototyping surface mount components. For this reason, we did not want a component distributor who catered to engineers only. With Engineering Lab we have found a partner who already markets a great product line to students and hobbyists as well. The fact that Engineering Lab sells worldwide is a major bonus for us"

Engineering Lab was anxious to add SchmartBOARD to it's offering. According to KC Croal, Engineering Lab's President, "SchmartBOARDs complement our portfolio of passive, active and combined SMT components kits perfectly, allowing us to offer our student, hobbyist and professional customers a complete solution including surface mount components, training, tools and circuit board fabrication."

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

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. More information about Schmartboard can be found at www.schmartboard.com

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