



SMART Increases Interactive Whiteboard Product Category Share

Increases Share in Key United States and EMEA Markets

CALGARY, Alberta, May 20, 2011 (GLOBE NEWSWIRE) -- SMART Technologies Inc. (Nasdaq:SMT) (TSX:SMA), a leading provider of collaboration solutions, today announced that it has increased its category share in the United States and EMEA (Europe, Middle East and Africa), according to data released by Futuresource Consulting, a leading independent global research company that tracks interactive whiteboard sales. Specifically, SMART increased its category share in the United States to 63.1 percent for the 12-month period ended March 31, 2011, up almost 3 percentage points from the same period last year. In EMEA, the company's market share increased to 43.8 percent, compared to 41.5 percent last year.

	Interactive Whiteboard Category Share ^[1]	
	12 months ended March 31	
	2011	2010
Global	47.2%	47.4%
United States	63.1%	60.5%
EMEA (Europe, Middle East and Africa)	43.8%	41.5%

SMART introduced the world's first interactive whiteboard more than 20 years ago and has been the category leader since that time. Earlier this week SMART announced the installation of its two millionth interactive whiteboard at a school in Calgary, the company's home since its founding almost 24 years ago. The company's product offering has expanded beyond interactive whiteboards to include student response systems, wireless slates, audio enhancement systems, collaboration software and an interactive table. The U.S. market today represents the world's largest market for interactive whiteboards, but EMEA is emerging as a significant market as countries are initiating national, regional and local initiatives to put engaging technology products in classrooms.

"Our ability to maintain our worldwide category share of interactive whiteboards reflects the investments we made over many years in the United States and the past year in EMEA," stated Nancy Knowlton, President and CEO of SMART. "SMART's recognized brand and easy-to-use solutions continue to make our interactive whiteboards the product of choice for educators globally. Our collaborative solutions remain a priority for teachers and administrators as they drive ongoing improvements in student achievement and teacher effectiveness. In addition, our strategy of growing sales of attachment products continues to pay off. Specifically, our category share for student response systems in the K—12 market in the United States, which accounts for 86 percent of the total volume sold to the K—12 market worldwide, increased to 27.8 percent, up from 20.0 percent in the previous 12-month period."^[2]

^[1] *Interactive Displays - State of the Market Report from Futuresource Consulting Ltd — May 2011, including supporting electronic data*

^[2] *Voting Systems Product Category Report from Futuresource Consulting Ltd — May 2011, including supporting electronic data*

About SMART

[SMART Technologies Inc.](http://www.smarttechnologies.com) is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

The SMART Technologies logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7573>

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