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**American Express Chooses Technical Innovation to Provide
New Multi-site Call Center Training Solution**

RALEIGH, NC, October 31, 2005 – American Express has contracted with Technical Innovation for a new system to train call center personnel in four US locations and New Delhi, India. The new Technical Innovation-designed solution will provide an enhanced learning experience for American Express call center employees in all five locations and simplify management of this multiple-classroom environment.

Using computers equipped with SynchronEyes™ computer-lab instruction software from SMART Technologies, instructors will be able to view screens on students' computers, monitor each student's progress, take control of student computers to demonstrate procedures, and chat with students directly.

According to Harry Birch, of the Technical Innovation office in Raleigh, North Carolina, "This new system allows instructors to more fully personalize the learning experience. Every student gets the benefit of instruction that precisely addresses his or her individual needs without interrupting classroom flow or the work of other students."

The American Express call center training solution will be installed and operational in November of this year.

ABOUT TECHNICAL INNOVATION, LLC

Technical Innovation has a heritage customer base of corporate and broadcast clients that include the University of Georgia, Cingular Wireless, The Bank of America, and Turner Broadcasting System, Inc. With offices in Atlanta, Birmingham, Charlotte,

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Memphis, Nashville, and Raleigh-Durham, Technical Innovation provides broadcast and strategic visual communications solutions to broadcast and Fortune 500 customers across the United States. For more information, visit www.tillc.biz or contact Ann Strople, manager of communications, at 770-441-5262.

ABOUT SMART TECHNOLOGIES, INC.

SMART is a private company founded in 1987. Employing more than 600 people, SMART is headquartered in Calgary, Alberta, Canada, with assembly facilities in Ottawa and Calgary, and offices in Bonn, Tokyo, New York City and Washington, D.C. SMART has been issued and maintains a broad portfolio of patents with numerous other U.S., Canadian and foreign patents pending. In 1992, SMART formed a strategic alliance with Intel® Corporation that resulted in joint product development and marketing efforts, and Intel's equity ownership in SMART. SMART products are sold through dealers across North America and distributors worldwide. For more information, visit www.smarttech.com.

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