**SparkFun Electronics | 6175 Longbow Drive, Suite 200 | Boulder, CO 80301 | 303.284.0979**
www.sparkfun.com | marketing@sparkfun.com

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Contact: AnnDrea Boe
SparkFun Electronics
(303) 284-0979 x: 123
anndrea@sparkfun.com

# SPARKFUN GIVES AWAY FREE GOODS, GEEKS EVERYWHERE REJOICE

*SparkFun's 'Free Day' Lasts Nearly Two Hours as Users Swarm Website*

BOULDER, Colo. January 18, 2010 – On January 7th, 2010, Boulder-based SparkFun Electronics opened up its website for a promotion known as "Free Day" – a day on which every customer received $100 toward their order until a limit of $100,000 was reached. The promotion was the brain-child of SparkFun CEO Nathan Seidle, who came up with the idea as a means of giving back to the SparkFun community, providing "sponsorships" for groups and students, testing the SparkFun website, and celebrating the company's 7th anniversary.

Free Day was also designed to invigorate the DIY-community. It was SparkFun's hope that by enabling individuals to get their hands on electronics, the entire "maker" community would receive a significant boost in what continues to be a slumping economy.

Chief Operating Officer Trevor Zylstra was, overall, pleased with the event. "At SparkFun, we are constantly humbled and amazed by our extraordinary customers," Zylstra said. "On January 7, we were humbled by the Free Day response as we watched our little community 'take over' the web for several hours. Today, I'm seeing reports from people about what they're doing with their free stuff, and I'm amazed again by our customers' creativity."

The duration of the promotion was estimated to last anywhere from all-day to just several seconds. Ultimately, it took just over an hour and forty-four minutes for the $100,000 limit to be met. The SparkFun website received 169,132 visits, a company record. In the brief time the promotion lasted, there were a total of 1,035 orders for 12,185 items.

The bulk of Free Day orders were from the United States, with 803 people getting the $100 credit. However, orders came in from all around the globe, with 66 orders from Canada, 38 from Australia, 27 from the United Kingdom, and other orders coming in from the Netherlands, France, Germany, Sweden, Sri Lanka, and more. SparkFun also saw a huge increase in online mentions and searches. The name "SparkFun" went as high as #8 on Twitter's trending topics, and variations of the word "SparkFun" at one point held the #1, #2, #6, and #7 spots on the top ten most searched Google terms.

Free Day was not without its issues, as the massive influx of web traffic caused the website to slow greatly. Ultimately however, orders flooded in and Free Day was successfully completed.

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**About SparkFun Electronics**

SparkFun is a young and quickly growing company dedicated to enabling the electronics enthusiast with gear and resources. For examples of how customers have used SparkFun products and services in the past, visit Hack-a-Day's website (http://hackaday.com/?s=sparkfun) or WIRED magazine's article (http://www.wired.com/techbiz/startups/magazine/16-11/ff_openmanufacturing?currentPage=all) suggesting how SparkFun and SparkFun's Batch PCB service fit into the Open Source Hardware movement. For insight on Nathan Seidle and the philosophy behind SparkFun, read this article (http://money.cnn.com/galleries/2009/smallbusiness/0902/gallery.make_believers.smb/6.html) from the February 2009 issue of Fortune Small Business.

For more information on SparkFun or its products, call or email AnnDrea Boe at anndrea@sparkfun.com.