

SMART ENERGY SOLUTIONS EXPANDING INTERNATIONAL MARKET PRESENCE

Targeting Increased Revenue Growth in Europe, Asia, , South America, Africa and Australia

CLIFTON, NJ – (September 25th, 2006) – Smart Energy Solutions, Inc., (OTC Bulletin Board: SMGY), inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, announced today that it is aggressively pursuing additional revenue growth outside of North America and is targeting Europe first. Asia, Central and South America, Australia and Africa will follow.

“The rapid growth in sales and the additional quality customers of Seagull Corporation, our Benelux distributor led us to make a strategic decision to try and penetrate the European markets immediately,” said Pete Mateja, CEO of Smart Energy Solutions.

“Smart Energy Solutions just finished participating for the first time at Automechanika 2006 with attendance estimated at more than 160,000 people. A great deal of interest and contact was made with OEMs, distributors, jobbers and retailers serving the automotive, commercial truck and bus and even marine markets,” said Mateja. “Interest came from possible partners in countries such as the United Kingdom, Germany, France, Spain, Russia, Benelux, New Zealand, Italy, South Africa and Japan. We are extremely encouraged by the interest shown and will be undertaking follow-ups. We are optimistic that this will enable Smart Energy Solutions to accelerate our growth outside of North America. The unique aspect about Battery Brain is that every one of the 683,000,000 passenger cars on the road in the world can be a potential user.”

Battery Brain is Smart Energy Solutions’ flagship device that constantly monitors electrical discharge of the starter battery for nearly all kinds of vehicles. Should Battery Brain detect that the battery is losing sufficient charge to start the vehicle’s engine; the device automatically disconnects the battery to preserve its starting power. In addition, some models offer an anti-theft feature that disengages power from the battery.

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC Bulletin Board: SMGY; Berlin: UBM.BE; Frankfurt: UBM.F) is the sole owner of the Battery Brain line of vehicle accessory products. The company is headquartered in Clifton, NJ, with operations in Zhuhai, China, Petach Tikva, Israel and Clifton, NJ. Visit www.batterybrain.com and www.smgynet.net.

Forward-Looking Statements:

This press release contains forward-looking statements, particularly as related to, among other things, Smart Energy Solution's future operations. The words or phrases "would be", "will allow", "intends to", "may result", "are expected to", "will continue", "anticipates", "expects", "estimate", "project", "indicate", "could", "potentially", "should", "believe", "considers" or similar expressions are intended to identify "forward-looking statements." Actual results could differ materially from those projected in the forward-looking statements as a result of a number of risks

and uncertainties. Such forward-looking statements are based on current expectations, involve known and unknown risks, reliance on third parties, and other factors that may cause Smart Energy Solution's actual results, performance or achievements, or developments in its industry, to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially from anticipated results include risks and uncertainties related to our ability to generate any sales or positive revenues in the markets described above, general economic conditions and other factors that are detailed in Smart Energy Solution's Quarterly and Annual Reports and other documents Smart Energy Solution files with the Securities and Exchange Commission. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company cautions readers not to place undue reliance on such statements. Smart Energy Solutions does not undertake, and specifically disclaims any obligation, to update any forward-looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statement. Actual results may differ materially from Smart Energy Solution's expectations and estimates.

Press Contact: Belinda Banks, S&S Public Relations - 908 685 2300, belinda@sspr.com

Investor Contact: Ed Braniff, CFO, Smart Energy Solutions, Inc. – 973 34- 6000