

SMART ENERGY SOLUTIONS EXPANDING PRESENCE IN NEW CAR/TRUCK DEALER MARKET

Segmentation Strategy for Battery Brain Yielding Results

CLIFTON, NJ – (October 11th, 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 making progress in getting new car dealers to install Battery Brain on all their new autos and trucks as a preload program. In the past two weeks, two U.S. dealer groups have placed orders and are offering Battery Brain on all their new vehicles.

In addition, Smart Energy Solutions, Inc. has launched RPM (Reserve Power Module), a custom designed version of Battery Brain with a complete program designed exclusively for the new car/truck dealer market.

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.

“With over 27,000 new car/truck dealerships in North America, there is a tremendous opportunity for growth for both Battery Brain and RPM within this distribution channel,” said Pete Mateja, CEO of Smart Energy Solutions. “With the addition of Jason Blalock as the Director of Sales & Marketing – North American Auto Dealers and the appointments of the Carter Group and North American Automotive Group as distributors, we are pleased with the early progress in selling to new car/truck dealers. In addition, there are several other major Auto Buying Groups and distributors that are in the process of testing and evaluating Battery Brain and RPM.”

“As part of the Company's segmentation strategy to accelerate growth, Jeff Benton, who was recently appointed Director of Government Sales & Marketing, has had success in getting Battery Brain placed with several government agencies for testing and evaluation. The early feedback has been promising,” added Mateja.

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, Milan, Italy, Petach Tikva, Israel and Clifton, NJ. Visit www.batterybrain.com and www.smgynet.net.

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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.

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