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**MAJOR AUTOMOTIVE RETAILER AGREES TO STOCK
SMART ENERGY SOLUTIONS' NEW BATTERY BRAIN™ MODEL**

*Innovative Device Monitors Batteries' Electrical Discharge,
Preserves Starting Power on Nearly All Kinds of Vehicles*

CLIFTON, NJ – (October 24th, 2006) – Smart Energy Solutions, Inc., (OTC Bulletin Board: SMGY), inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, announced today that a major North American automotive and whole goods retailer has agreed to stock a new version of the Brain -- based on the original platform -- in its several hundred stores. Purchase orders have already been received.

The new model was developed in partnership with and exclusively for the retailer, whose name is being temporarily withheld for competitive reasons.

"After many months of consumer research, product development and quality testing with our retail partner, Smart Energy Solutions is pleased to be able to introduce this newest model of the Battery Brain™," said Pete Mateja, CEO of Smart Energy Solutions, Inc. "It is a unique product, designed for our retailer partner, that is very easy to install. As a company, we are very excited that they decided to work with us to develop this truly innovative product."

Battery Brain™ is Smart Energy's flagship device that constantly monitors electrical discharge of the battery for nearly all kinds of vehicles including autos, trucks, vans, commercial vehicles, boats, ATVs and personal watercraft. 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. One of the models, Battery Brain III, offers a built-in anti-theft feature.

The new version of the Battery Brain™ will be available on store shelves chainwide in late January 2007.

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, N.J. Visit www.smgy.net.

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