

## **SMART ENERGY SOLUTIONS LAUNCHES NEW PRODUCTS AT AAPEX**

### *Battery Brain Platinum AND RPM Introduced*

CLIFTON, NJ – (October 30, 2006) – Smart Energy Solutions, Inc., (OTC Bulletin Board: SMGY), inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, launched two new models: Platinum and RPM.

The Battery Brain Platinum has technology that anybody can install. It is an innovative device that easily attaches to any type of battery and offers anti-theft protection while constantly monitoring electrical discharge of the starter battery for all kinds of vehicles. It enables the vehicle owner to easily disconnect the power to their vehicle's battery when they are not using it. The RPM was designed with input from automotive dealers and includes a Marketing Program for this market segment.

As with all Battery Brain models, both the new models will detect if the battery is losing sufficient charge to start the vehicle's engine and if so, it will automatically disconnect the battery to preserve its starting power. After a great deal of consumer research and testing, installation has been further simplified.

"With the assistance of a major automotive retailer, we were able to design and develop a version of Battery Brain whose installation is very simplified for anyone that can open the hood of their car and find the battery. For most vehicle owners, it is a 10 – 15 minute installation," said Pete Mateja, CEO of Smart Energy Solutions, Inc. "After talking with and getting input from a large number of automotive dealers, the RPM Model was developed exclusively for this market segment and includes a comprehensive Marketing Program which enables it to be used as a preload program. In addition, these new lines will compliment our current series of Battery Brain products."

Both the Battery Brain Platinum and RPM will be featured at Smart Energy Solution's Booth #3375 at the Automotive Aftermarket Products Expo (AAPEX), October 31 – November 2, 2006 at the Sands Expo Center, Las Vegas, Nevada. They will be available for sale in January

### **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.smgy.net](http://www.smgy.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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