

FOR IMMEDIATE RELEASE

**SMART ENERGY SOLUTIONS, INC. APPOINTS
LIEBLER!MACDONALD**
Battery Brain to Increase Awareness in Auto, Military and Truck Markets

CLIFTON, NJ, November 27, 2006 -- Smart Energy Solutions, Inc. (SMGY), today announced it has selected Liebler!MacDonald of Rochester Hills, Michigan, as its strategic communications partner for automotive, military and the medium/heavy duty truck and bus industries.

Smart Energy Solutions is a global manufacturer and distributor of two major automotive products: First is their "Battery Brain" which monitors battery discharge levels and provides anti-theft protection in cars, trucks, boats, aircraft and emergency back up battery systems. Secondly, "Devisolator" is a battery protector that disconnects a specific electrical device that may be prone to causing battery drainage. When the battery recovers its energy back, the Devisolator reconnects automatically.

SMGY's Battery Brain was developed and validated by a high tech Israeli engineering team and is in high demand particularly in the mobility markets where "dead batteries" have traditionally been a problem. Among the areas for Battery Brain are fleet vehicles for organizations like the U. S. Post Office, the military, automotive dealers, and automotive OEMs.

"Operational downtime is costly and inconvenient and in the auto industry alone, we estimate there are some \$200 million in costs annually associated with major OEMs due to failed or dead batteries, even in new vehicles," according the Bruce G. MacDonald, principal at Liebler!MacDonald. "And when you consider used vehicles, boats, planes, and stationary emergency battery units along with the volume of older vehicles in military service, it makes a strong case for adopting the use of the Battery Brain monitoring unit."

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SMGY offers a significant savings for fleet managers annual spending on battery use and the reduction of impact on environmental damage. BatteryBrain has been independently tested to extend the life of batteries by preventing deep cell cycling where the battery can run out of a charge. Savings in bottom line costs and reduction of contamination from used batteries is gained by using advanced Battery Brain technologies.

SMGY has submitted a GSA proposal to streamline federal, state and local government procurement. “We are committed to see that these agencies gain the most favorable costing and procurement processes available for their future use” said Jeff Benton, Government Sales & Marketing Director at SMGY. “Additionally, we are quickly migrating customized R&D solutions for specific Federal customers for fleet implementations.”

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.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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