

## Smart Energy Solutions Selected to Join FirstEnergy Corporation's 2007 Mexico Automotive Trade Mission

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### Participation in Trade Mission Will Greatly Enhance Rapidly Growing Company's Export Opportunities

POMPTON PLAINS, N.J., March 26, 2007 (PRIME NEWSWIRE) -- Smart Energy Solutions, Inc. (OTC BB:[SMGY.OB](#) - [News](#)), creator of the innovative Battery Brain vehicle aftermarket device, is proud to announce that it has been selected to join an elite group of companies that will participate in FirstEnergy Corporation's "Export Now Program" 2007 Mexico Automotive Trade Mission, scheduled for March 25 through March 31. FirstEnergy Corporation is a diversified electric company headquartered in Akron, Ohio. The FirstEnergy trade mission itinerary will take participating companies to Monterrey, Saltillo, Silao, and Aguascalientes. All of the participants will have access to the United States Department of Commerce's (USDOC) Gold Key/Trade Mission Services. FirstEnergy (FE) has partnered with the USDOC for eleven years and has had great success in working with their representatives in Mexico.

Several initiatives have been undertaken in the past year to accommodate SMGY's rapid growth and lay the foundation for the future. The FirstEnergy "Export Now Program" 2007 Mexico Automotive Trade Mission will provide another opportunity for SMGY to expand its global sales and profits.

"We are honored to be selected to join FirstEnergy's 2007 Mexico Automotive Trade Mission," said Pete Mateja, CEO of Smart Energy Solutions, Inc. "This trade mission and the benefits provided through the USDOC Gold Key/Trade Mission Services will greatly enhance our export opportunities."

The trade mission's itinerary includes meetings with local industry representatives, potential partners and customers, the Commercial Consul, and local government officials in several Mexican cities, as well as a preliminary commercial breakfast briefing with the U.S. Commercial Consul, the industry association, and local industry specialists.

Smart Energy's flagship device is Battery Brain(tm), an innovative solution that constantly monitors the electrical discharge of the battery for nearly all kinds of vehicles, including RVs, boats, autos, trucks, vans, commercial vehicles, and personal watercraft. Should Battery Brain(tm) 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, Battery Brain(tm) offers a built-in anti-theft feature.

#### About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC BB:[SMGY.OB](#) - [News](#)) (Berlin:[UBMBE.BE](#) - [News](#)) (Frankfurt:[UBMF.F](#) - [News](#)) is the sole owner of the Battery Brain line of vehicle accessory products. The company is headquartered in Pompton Plains, N.J. with operations in Zhuhai, China, Milan, Italy, Moshav Beit-Nechemia, Israel, Petach Tikva, Israel. Visit <http://www.smgy.net>. SMGY is on track to be a leading global manufacturer and distributor of technology products and vehicles designed to save energy, improve safety and enhance security for all segments of the transportation market. SMGY provides high quality innovative energy saving products for the transportation market through a global distribution network. The company is building an entrepreneurial organization that empowers employees to satisfy customers while creating shareholder value. Our global research and manufacturing operations enable us to offer manufacturing, R&D, private label packaging and solutions. Our products, designed to preserve the starting power of every battery, ensures that your vehicle's power source is there when you need it.

#### Forward-Looking Statements:

This press release contains forward-looking statements, particularly as related to, among other things, Smart Energy Solutions' 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 Solutions' 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 Solutions' Quarterly and Annual Reports and other documents Smart Energy Solutions 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 Solutions' expectations and estimates.

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