

Smart Energy Solutions and Autolite® Brand Enter into Licensing Agreement

Innovative battery product to feature Autolite® name

Pompton Plains, NJ, April 24, 2007 – Smart Energy Solutions, (SMGY.OB) and Autolite® have entered into an agreement to license the rights to use the Autolite® brand name for Smart Energy’s innovative, easy to install, automotive battery protector product, which uses unique electronic technology to ensure that you will never be left stranded with a dead automotive battery.

Smart Energy’s battery protector device constantly monitors electrical discharge of the battery for nearly all kinds of vehicles. Should the device detect that the battery is losing sufficient charge to start the vehicle’s engine, it automatically disconnects the battery to preserve its starting power. In addition, there is a built-in anti-theft feature.

“Autolite® is a highly recognizable brand name that’s been delivering quality products to a wide spectrum of the auto industry for over ninety years,” said Pete Mateja, CEO of Smart Energy Solutions. “This agreement to market under the Autolite® brand will instantly broaden our product awareness and credibility in the marketplace and will measurably improve our sales potential. It’s a very positive step for Smart Energy.”

“This particular product is a perfect complement to the Autolite brand’s current market offerings,” said Dave Sholtis, vice president, Autolite®. “Any time there is a partnering like this, it has to make sense for both parties involved and, of course, for the customer-- and this was a very natural fit.”

Since its inception, the Autolite® brand has guaranteed Aftermarket and Original Equipment customers worldwide innovative products of the highest quality. Its most recent innovation is the Autolite® XP Xtreme Performance iridium enhanced spark plugs with a 6mm finewire design. More information about the brand’s full line of products, which also include wire sets and lighting products, can be found at www.autolite.com

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 Pompton Plains, NJ, with operations in Zhuhai, China, Milan, Italy, Petach Tikva, Israel and Pompton Plains, NJ. Visit www.smgy.net.

Forward-Looking Statements:

Actual results could differ materially from any forward-looking statements contained in any Smart Energy Solutions press release. All statements made in this press release are made as of the date of the release and could change due to unknown risks and uncertainties.

###

Media Contact:

Smart Energy Solutions:

Bruce G. MacDonald, Liebler!MacDonald - 248-233-8062, bmacd@liemac.com

Investor Contact:

Ed Braniff, CFO, Smart Energy Solutions, Inc. – 973 340 6000, ebaniff@optonline.net