

SMART ENERGY SOLUTIONS EXPANDING TO MEET EURO MARKET GROWTH

POMPTON PLAINS, N.J. – May 23, 2007 – Smart Energy Solutions, inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, announced today it is expanding its presence in the European market with increased focus in the U.K., Germany and Italy.

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.

The full breadth of Battery Brain™ products will be offered in these European markets. Germany is the third largest manufacturer of cars and trucks worldwide behind only the U.S. and Japan. An outstanding one in 10 vehicles produced in the world originates from Germany. The Original Equipment and Supply market is also huge, with an estimated market size of \$90 billion U.S. Furthermore, in Britain alone, there are over 27 million vehicles registered and over 54,000 vehicle sales and repair facilities along with a \$25 billion automotive aftermarket industry.

"Although Smart Energy's main focus has been on the U.S. and Canadian markets, we are expanding our resources to increase market penetration in Europe," said Pete Mateja, CEO of Smart Energy Solutions. "Negotiations are currently underway with two major distributors who are represented in the major European countries and we are optimistic that Distributor Agreements can be finalized within the next 90 days."

Smart Energy's Benelux distributor, Seagull Corporation, has added customers in the past year and is experiencing growth. In the past 30 days, the SACE Group has been appointed as Smart Energy's Sales Representation organization for Italy, Spain and Sweden.

To support the increased European activity and meet customer service requirements, Smart Energy is in negotiations to expand its assembly capacity in Milan, Italy. If successful, the company will have the capability of quadrupling production.

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, N.J., with operations in Zhuhai, China, Milan, Italy, Moshav Beit-Nechemia, Israel, 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.

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