

Smart Energy Solutions Completes Shipment of Battery Brain™ to Royal Dutch Touring Company

POMPTON PLAINS, NJ, June 11, 2007 - Smart Energy Solutions, Inc. (OTC BB:[SMGY.OB](#) - [News](#)), inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, has completed shipment of the new Platinum Series Battery Brain, as a private label program, to Telstar Trading, a supplier to The Royal Dutch Touring Club (ANWB). The Battery Brain is being promoted through ANWB's magazine to the club's 3.5 million vehicle owners in Benelux plus an extensive public relations program including over 250 automotive and transportation magazines. ANWB's members will be able to purchase Battery Brain products at a discounted price at their 130 retail stores and through their Internet site.

The Battery Brain Platinum, a patented innovative accessory that easily installs to any vehicle battery, is a new addition to the product line-up. Using unique micro-electronic technology it continually monitors the battery power. When Battery Brain Platinum detects power falling below the level required to start the engine, it automatically isolates the battery from the electrical system. Specially designed to protect accessory memory and presets, it also has the ability to disconnect the battery from the electrical system to act as an anti-theft device. Battery Brain Platinum ensures that the vehicle owner will always have enough battery power to start the engine and the anti-theft feature provides added security and peace of mind!

Telstar Trading focuses primarily on the development, production and distribution of consumer products, for which the ANWB is an important commercial partner. Together with the ANWB, Telstar Trading develops ANWB-specific products like Battery Brain.

This announcement, coupled with the recent announcement of the appointment of the Amethyst Group, further expands Smart Energy Solutions distribution into the European market.

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC BB:[SMGY.OB](#) - [News](#)) (Berlin:[UBM.BE](#) - [News](#)) (Frankfurt:[UBM.F](#) - [News](#)) 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, Petach Tikva, Israel and Pompton Plains, NJ. Visit <http://www.smgynet.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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