

SMART ENERGY SOLUTIONS RESERVE POWER MODULE STANDARD ON ALL RIVERSIDE KIA OF MACON, GA NEW VEHICLES

POMPTON PLAINS, N.J., July 16, 2007 – Smart Energy Solutions, inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, today announced Riverside Kia of Macon, Ga., has placed an order to install its Reserve Power Module on all new vehicles to protect customers from the hassle of a dead battery. Riverside Kia is a member of the Riverside Automotive Group and has been in business for over thirty-seven years.

“The RPM system is a complete package for auto/truck dealerships as well as a profit center. This advanced technology has a dual benefit. It protects customers from the worry of a dead battery while eliminating wasted time at dealerships charging dead batteries,” according to Jason Blalock, Director of Sales and Marketing, North American Auto Dealers of Smart Energy Solutions. “In addition to the inconvenience to an individual, our data indicates dead batteries are a major problem for all auto/truck dealerships.”

Blalock said Smart Energy Solutions is receiving inquiries from other dealer organizations and that he is confident the RPM solution will become a standard feature in many new cars, light duty trucks and SUVs in the next few model years.

“Our sales people love demonstrating the RPM system and it is definitely a key closer for a new vehicle buyer when they make their final purchase decision,” Bryan Tiller owner of Riverside Kia said. “The RPM system can be installed quickly and is maintenance free.”

The Reserve Power Module is the latest technology innovation from Smart Energy. Smart Energy initially developed Battery Brain which currently is used to constantly monitors electrical discharge of the battery for nearly all kinds of vehicles including autos, SUVs/trucks, medium and heavy duty trucks, military, buses, RV's, boats, commercial vehicles and personal watercraft. Should Battery Brain 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 offers a built-in anti-theft feature.

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, Petach Tikva, Israel and Clifton, NJ. Visit www.smgy.net.

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