

SMART ENERGY SOLUTIONS TO EXHIBIT AT MAJOR AUTOMOTIVE AFTERMARKET EVENTS OF THE YEAR

For Immediate Release

Pompton Plains, NJ – October 22, 2007- The more than 100,000 attendees at this year's AAPEX (Automotive Aftermarket Products Expo) and SEMA (Specialty Equipment Market Association) show in Las Vegas will see an innovative product designed to keep cars, trucks, boats, RVs, buses, taxicabs, police vehicles and anything else that operates on batteries fully operational. The product is called "Battery Brain™". It constantly monitors electrical discharge of a battery and automatically disconnects it if it senses that the battery is losing the required charge needed to start an engine. It is particularly effective in areas where extreme hot or cold weather drains batteries of their charge. Besides monitoring the electrical discharge, Battery Brain offers a built-in anti-theft feature and will extend the life of the battery.

"Battery Brain can save fleet or individual vehicle owners time, money and aggravation by assuring that their products start the first time every time," said Pete Mateja, CEO of Smart Energy Solution. "It's especially critical in emergency or military vehicles but can be just as important to someone trying to get to work in the morning or to pick up their kids at school. We rely on our vehicles to start when we turn the key. Battery Brain makes sure that they do. It is also useful for anyone, such as an owner of a hot rod or sports car that either stores the vehicle over the winter or drives it infrequently. Regardless the length of storage, the vehicle will always start."

Battery Brain will be exhibited during Automotive Industry Aftermarket Week (AAIW) October 30-November 2 at Booth #2675 at AAPEX and Booth # 10818 at SEMA. AAIW is one of the largest automotive trade shows in the world with attendees from 151 countries representing the \$267 billion automotive aftermarket industry.

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC BB:SMGY) 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.com>.

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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