

Smart Energy Solutions' Signs Distribution Agreement with Lund Industries, Leading Vehicle Equipment Specialist

FOR IMMEDIATE RELEASE

POMPTON PLAINS, NJ, November 5, 2007 - Smart Energy Solutions, Inc. (OTC BB: SMGY), developer and manufacturer of the innovative Battery Brain™ product line of vehicle and marine devices, has signed a major distribution agreement with Lund Industries, a leading North American provider of automotive products and services to police, fire, municipal, utilities and commercial customers.

"The Battery Brain product line is a natural for the emergency and commercial vehicle markets. They are a cost effective solution to a continuing problem and we are looking forward to a long relationship with Smart Energy Solutions" said Paul Lundberg, President of Lund Industries, Inc.

"For over twenty-five years, Lund Industries has been a leader in the design, manufacturing, installation and distribution of public safety vehicular equipment to Federal, State and local agencies throughout the nation. They will provide considerable visibility and build awareness of Battery Brain as an optimal solution for battery failure and vehicle theft, while opening up new sales channels and opportunities," said Andrew Knowles, Vice President Sales & Marketing, Smart Energy Solutions. "Lund has already secured a significant size order for a national government contract of the Battery Brain Bronze model."

Battery Brain™ is Smart Energy's flagship device that constantly monitors electrical discharge of the battery for nearly all 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 the required charge needed 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 and will extend the life of the battery.

About Lund Industries

Lund Industries, Inc. is located in Wheeling Illinois, a northwest suburb of Chicago. Their manufacturing facility produces a wide selection of mounting equipment including Control-Com Consoles and Computer Mounting Systems and Accessories, SFGH-100 Undercover Siren and Flasher Systems, CT-60 Power Distribution Centers, Flashers and Electronic Accessories to resolve your installation needs. In addition, Lund distributes most industry brand name vehicle equipment products.

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.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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