

FOR IMMEDIATE RELEASE

Smart Energy Solutions Battery Brain Being Stocked by World's Boating Supply Leader West Marine

Marine Battery Brain Product Resolves Dead Battery Threat in Marine Craft

POMPTON PLAINS, NJ, April, 1, 2008 - Smart Energy Solutions, Inc. (OTC BB: SMGY), developer and manufacturer of the innovative Battery Brain™ product line of vehicle and marine devices, has signed an agreement with West Marine, the world's boating supply leader, to offer the Marine Battery Brain in its master catalogue. It is presently available through West Marine's catalogue operations.

Battery Brain™ is Smart Energy's flagship device that 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 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.

Pete Mateja, Smart Energy Solutions' Chief Executive Officer, commented, "West Marine's commitment to outstanding customer service, selection and quality are a testament to Battery Brain and will provide an ideal showcase for our product. "As the leading retailer of boating supplies and accessories, West Marine provides excellent exposure and strong sales potential for the Marine Battery Brain. The marine segment affords a great growth opportunity for our company. According to the National Marine Manufacturers Association, there are over 18,000,000 boats on the water."

"As anyone who has familiarity with small commercial or personal boats can attest, dead batteries are a real and serious potential problem. Running out of power on the water can be both a dangerous and an expensive situation, with a "jump start" costing over \$1,000," Andy Knowles, Smart Energy Solutions' Vice President, Sales and Marketing, stated. "Our Marine Battery Brain is a relatively low cost product that insures it will never happen."

About West Marine

West Marine, the country's favorite retailer of boating supplies and accessories, has 380 stores located in 38 states, Puerto Rico and Canada. Catalog and Internet channels offer customers approximately 50,000 products and the convenience of exchanging catalog and Internet purchases at retail stores. The Port Supply division is one of the country's largest wholesale distributors of marine equipment serving boat manufacturers, marine services, commercial vessel operators and government agencies. For more information on West Marine's products and store locations, or to start shopping, visit www.westmarine.com or call 1-800-BOATING (1-800-262-8464)

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC BB:SMGY) is the developer, manufacturer and marketer of the Battery Brain line of vehicle accessory products 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. These products resolve the threat of a dead battery, extend the life of the battery, and offer a built-in anti-theft feature. The Company is headquartered in Pompton Plains, NJ, with operations in, Zhuhai, China, Petach Tikva, Israel and Pompton Plains, NJ. Visit <http://www.smgynet>.

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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