

Smart Energy Solutions Board Announces New CEO

POMPTON PLAINS, N.J., July 22 /PRNewswire-FirstCall/ -- On July 22, 2008 Smart Energy Solutions, Inc., (OTC Bulletin Board: SMGY) announced the appointment of Edward Braniff as acting CEO following the resignation of Peter Mateja. Ed Braniff has been the CFO of Smart Energy Solutions, Inc. since May 2005 and has been an integral part of all aspects of the company's operations. Ed will also replace Peter Mateja on the Board of Directors.

"Ed Braniff has thorough knowledge of SMGY and closely involved with all projects currently underway. He is well positioned to assume the responsibilities for day-to-day operations," said Joseph Bahat, chairman of the board, SMGY.

Ed Braniff has been the CFO since 2005. He has a MBA from Rutgers University and a JD from Seton Hall University. Ed worked 27 years for AT&T in sales, operational and financial roles and he also worked for Ceder Group as the CFO for North America, Financial Director of the company in London and the COO of North American operations.

"SMGY is at the forefront of technology for battery protection and energy management. Over the past couple of years we have developed strong partnerships that have played a critical role in entering domestic and international markets. We continue to add more and I look forward to additional agreements in the near future. We have a great lineup of products for each of the segments we serve and exciting new technology that will expand our reach in today's automotive market, as well as the demands of tomorrow's electric and Hybrid vehicles. I look forward to my new role with SMGY. We have a great team, an exciting lineup of existing products and our pending technology will offer an advanced energy management system to all vehicles gas engine, hybrid and all electric. In the coming weeks I will update investors with additional details on our efforts and future prospects," said Ed Braniff.

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC Bulletin Board: 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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