

Smart Energy Solutions Product Line Now Available Through O'Reilly Auto Parts Stores

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Battery Brain Carried Nationally by Leading Automotive Aftermarket Retailer

CLIFTON, NJ--(MARKET WIRE)--Jan 8, 2007 -- Smart Energy Solutions, Inc., (OTC BB:[SMGY.OB - News](#)), inventor and manufacturer of the innovative Battery Brain(TM) vehicle aftermarket device, announced today that O'Reilly Auto Parts has agreed to sell and is now stocking Battery Brain. Purchase orders have already been received and are being fulfilled. O'Reilly Auto Parts is one of the largest specialty retailers of automotive aftermarket parts, tools, supplies, equipment and accessories in the United States, serving both professional installers and do-it-yourself customers. Founded in 1957 by the O'Reilly family, the company operates 1,555 stores as of June 30, 2006.

Battery Brain is Smart Energy's flagship device that constantly monitors electrical discharge of the starter battery for nearly all kinds of vehicles. 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, some models offer an anti-theft feature that disengages power from the battery.

"The Battery Brain product will be a good fit for both our commercial and retail customers and look forward to having it in our stores," said Product Manager Jim Harnisfager, of O'Reilly Auto Parts.

"Smart Energy Solutions is very excited that O'Reilly Auto Parts has decided to stock Battery Brain in all their facilities. They are a premier automotive aftermarket retailer with an extensive reach to our target market. It now gives the company a national retailer where consumers and fleets can purchase the different models of Battery Brain," said Pete Mateja, CEO of Smart Energy Solutions, Inc. "O'Reilly Auto Parts has aggressive growth plans. We are pleased to be part of their future and to grow with them."

Battery Brain is now available on O'Reilly Auto Parts retailer shelves

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC BB:[SMGY.OB - News](#)) (Berlin:[UBMBE.BE - News](#)) (Frankfurt:[UBM.F - News](#)) is the sole owner of the Battery Brain line of vehicle accessory products. The company is headquartered in Clifton, NJ, with operations in Zhuhai, China, Milan, Italy, Petach Tikva, Israel and Clifton, NJ. Visit www.smgynet.com.

Forward-Looking Statements:

This press release contains forward-looking statements, particularly as related to, among other things, Smart Energy Solution's future operations. The words or phrases "would be," "will allow," "intends to," "may result," "are expected to," "will continue," "anticipates," "expects," "estimate," "project," "indicate," "could," "potentially," "should," "believe," "considers" or similar expressions are intended to identify "forward-looking statements." Actual results could differ materially from those projected in the forward-looking statements as a result of a number of risks and uncertainties. Such forward-looking statements are based on current expectations, involve known and unknown risks, reliance on third parties, and other factors that may cause Smart Energy Solution's actual results, performance or achievements, or developments in its industry, to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Factors that could cause

actual results to differ materially from anticipated results include risks and uncertainties related to our ability to generate any sales or positive revenues in the markets described above, general economic conditions and other factors that are detailed in Smart Energy Solution's Quarterly and Annual Reports and other documents Smart Energy Solution files with the Securities and Exchange Commission. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company cautions readers not to place undue reliance on such statements. Smart Energy Solutions does not undertake, and specifically disclaims any obligation, to update any forward-looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statement. Actual results may differ materially from Smart Energy Solution's expectations and estimates.

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