

SMART ENERGY SOLUTIONS NEW PRODUCT TO BE SOLD BY CANADIAN TIRE CORPORATION

Eliminator Intelligent Battery Guard Now Available Nationally In Canada

CLIFTON, NJ – (January 18th, 2007) – Smart Energy Solutions, Inc., (OTC Bulletin Board: SMGY), inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, announced today that Canadian Tire Corporation will now be stocking a new version, based upon the Battery Brain platform, in all its 460 stores. Purchase orders have already been received and product is now available on store shelves. A new model, the Eliminator Intelligent Battery Guard, was developed in partnership exclusively for Canadian Tire Corporation. In addition, Canadian Tire Corporation will be supporting the product with extensive advertising, including print and television. Canadian Tire Corporation is Canada's leading automotive and whole goods retailer with 460 stores.

“Canadian Tire is very excited to have partnered with Smart Energy Solutions in the development and launch of this truly unique and innovative automotive accessory, the Eliminator Intelligent Battery Guard. Backed by a national advertising campaign, including both print and broadcast media, we feel this new product will contribute to the continued strong performance of Canadian Tire, and Smart Energy Solutions,” said Andrew Blackwell, Category Manager, Canadian Tire Corporation.

“After many months of consumer research, product development and quality testing with partnership with Canadian Tire, Smart Energy Solutions is pleased to be able to introduce the Eliminator Intelligent Battery Guard. It is a unique product, designed for Canadian Tire, which is very easy to install,” said Pete Mateja, CEO of Smart Energy Solutions, Inc. “In addition, Canadian Tire is the dominant automotive aftermarket retailer in Canada. As a company, we are pleased that Canadian Tire decided to work with us to develop this truly innovative product.”

The Eliminator Intelligent Battery Guard is similar to the Type III Battery Brain model since it uses Smart Energy Solutions' unique micro-electronic technology to continually monitor battery charge, and automatically isolate the battery from the electrical system if it detects that the power is falling below the level that is required to start the engine. The major addition is the creation of the “Anti-theft” mode, which allows current to pass through it to sustain such things as radio and computer settings, but does not allow enough energy out of the battery to turn over the vehicle's engine.

The Eliminator Intelligent Battery Guard is now available on Canadian Tire retailer store shelves.

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC Bulletin Board: SMGY; Berlin: UBM.BE; Frankfurt: UBM.F) 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.smgy.net.

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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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