

Smart Energy Solutions Responds to Rapid Growth by Expanding Operations in North America, Asia and Europe

Major Investment Initiatives Expand R & D, Add Manufacturing Sites, Relocate Distribution Facility, and Enhance Customer Support

POMPTON PLAINS, NJ – (March 7th, 2007) – Smart Energy Solutions, Inc. (OTC Bulletin Board: SMGY), creator of the innovative Battery Brain™ vehicle aftermarket device, is expanding its operations in North America, Asia and Europe due to new contracts, improved customer service, ongoing R & D and enlarged revenue opportunities. Several initiatives have been undertaken to accommodate current growth and lay the foundation for the future.

A core competency for SMGY has always been its R & D capabilities, based in Petach Tikva, Israel. In addition to its focus on additions to the Battery Brain family of products, SMGY is exploring and developing other complementary products, to enable the company to take full advantage of well-established market segments. Because new product development is the foundation for future revenue growth, SMGY has doubled both the size of its R & D facility and engineering personnel.

Up to now, SMGY has had its products assembled in Zhuhai, China, Petach Tikva, Israel and Milan, Italy but growing customer demand in both Europe and North America has led SMGY to increase production capacity and to establish a secondary manufacturing operation in Zhuhai, China and to establish a new facility in Moshav Beit-Nechemia, Israel. These new facilities are on target to begin producing the first units in March 2007. In addition, a review is underway for a North American manufacturing facility.

Having outgrown its current distribution facility in Clifton, NJ, the company has recently moved its Head Office/Distribution Center to 210 West Parkway, Unit 7, Pompton Plains, NJ, increasing distribution capability by 300%.

A Canadian sales office has also been opened in Oakville, Ontario, with Sales and Marketing Vice President Andy Knowles on site, to support SMGY's valued Canadian customers

“Our rapid growth has presented challenges,” said Pete Mateja, CEO of Smart Energy Solutions, Inc. “SMGY has undertaken these investments to support the revenue initiatives of the company. We are committed to having a minimum of 25% of our annual revenues from new products. At the same time, though, we want to speed our turnaround on orders and offer even better support to our current customers.”

Battery Brain™ is Smart Energy's flagship device that constantly monitors the electrical discharge of the battery for nearly all kinds of vehicles, including RVs, boats, autos, trucks, vans, commercial vehicles, and personal watercraft. 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, Battery Brain™ offers a built-in anti-theft feature.

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 Pompton Plains, NJ, with operations in Zhuhai, China; Milan, Italy; Moshav Beit-Nechemia, Israel; Petach Tikva, Israel. Visit www.smgy.net. SMGY is on track to be a leading global manufacturer and distributor of technology products and vehicles designed to save energy, improve safety and enhance security for all segments of the transportation market. SMGY provides high quality innovative energy saving products for the transportation market through a global distribution network. The company is building an entrepreneurial organization that empowers employees to satisfy customers while creating shareholder value. Our global research and manufacturing operations enable us to offer manufacturing, R&D, private label packaging and solutions. Our products, designed to preserve the starting power of every battery, ensures that your vehicle's power source is there when you need it.

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Forward-Looking Statements:

This press release contains forward-looking statements, particularly as related to, among other things, Smart Energy Solutions' 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 Solutions' 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 Solutions' Quarterly and Annual Reports and other documents Smart Energy Solutions 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 Solutions' expectations and estimates.

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