

SMART ENERGY SOLUTIONS ENTERS DISTRIBUTION AGREEMENT WITH IVECO, LEADING GLOBAL TRUCK MANUFACTURER

Manufacturer Brings Battery Brain to Over 340 Daily Dealers

POMPTON PLAINS, NJ – December 17, 2007 – Smart Energy Solutions, Inc., (OTC Bulletin Board: SMGY), inventor and manufacturer of the innovative Battery Brain™ vehicle aftermarket device, today announced that it has signed a distribution agreement with Iveco and has shipped their initial order. Under terms of the agreement, Iveco will offer Battery Brain through its network.

Iveco designs, manufactures, and markets a broad range of light, medium and heavy commercial vehicles, off-road trucks, city and intercity buses and coaches as well as special vehicles for applications such as fire fighting, off-road missions, defence and civil protection.

“Battery Brain™ is a real asset to any business that relies on vehicles in daily use. Availability of the Battery Brain™ product in our network will help our customers eliminate down time and protect their involvement in the event of theft,” said the manager of the accessories line.

“This is a tremendous opportunity for Smart Energy Solutions. Daily is one of the world's leading light commercial vehicles with a strong presence in the European market and a rapidly expanding position in China, India, South America, South Africa and North America,” said Pete Mateja, CEO of Smart Energy Solutions. “With over 340 Daily dealerships worldwide, Iveco provides an incredible opportunity for Battery Brain™ to reach all segments of the commercial truck market.”

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.

About Iveco

Iveco employs 24,500 people and runs 28 production units in 16 Countries in the world using excellent technologies developed in 5 research centres. Besides Europe, the company operates in China, Russia, Australia, Argentina, Brazil, and South Africa. More than 4,600 service outlets in over 100 Countries guarantee technical support wherever in the world an Iveco vehicle is at work.

About Smart Energy Solutions

Smart Energy Solutions, Inc. (OTC BB:[SMGY.OB](#) - [News](#)) (Berlin:[UBM.BE](#) - [News](#)) (Frankfurt:[UBM.F](#) - [News](#)) 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, 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.

Press Contact

Bruce G. MacDonald, Liebler!MacDonald, 248-233-8062, bmacd@liemac.com

Investor Contact

Ed Braniff, Smart Energy Solutions, 973-248-8008, edbraniff@smgy.net

Paul Holm, H.L. Lanzet, Inc - 212-888-5470, lanzet@aol.com