

## **SMART ENERGY SOLUTIONS ENTERS DISTRIBUTION AGREEMENTS WITH CARTER GROUP**

*Agreement Will Expand Reach of Innovative Product that Ensures Sufficient Starting Power for Cars, Trucks, Vans, SUVs, RVs and More to Consumers and New Car/Light Truck Markets*

CLIFTON, NJ – (July 5th, 2006) – 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 series of distribution agreements with Carter Group, Inc. Under terms of the agreements, Carter Group will become responsible for all of Battery Brain's consumer internet marketing including promotion, advertising, administration and distribution, select new car dealer sales and distribution for Alaska, Florida, Illinois, Indiana, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania, Wisconsin and Canada and automotive OEM representation to General Motors and Ford. Carter Group has already placed orders with Smart Energy Solutions and will be stocking Battery Brain in their two distribution facilities in Columbus, Ohio and Toronto, Ontario.

Carter Group was established in August 1998 to promote leading edge technologies in the North American market. The company uses its certified minority status in the United States to facilitate diversity in the OEM supply base to various industries and has become a leading developer of intellectual property. Its past automotive customers have included Delphi, Visteon and Halla Climate Controls. The Carter Group team is led by Butch Carter, its CEO, who has developed a strategy for proprietary controllers for the OEM and automotive aftermarket. The Company provides sales, marketing and distribution facilities and has locations in Orlando, FL, Columbus, OH and Toronto, Canada.

“Battery Brain offers a great opportunity for our Company in the aftermarket automotive sector,” said Butch Carter, CEO of Carter Group, Inc. “It is a controller offering great value to the consumer and its technology is extremely compatible to our Company's technical capabilities”.

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.

“Smart Energy Solutions, Inc. is excited about entering into these agreements with the Carter Group, Inc. It enables us to partner with a company that has consumer internet experience as well as experience in both the automotive/light truck O.E.M. and aftermarkets,” said Pete Mateja, CEO of Smart Energy Solutions. “Carter Group possesses strong technical field support which is invaluable for the new car dealer market. With the combined resources of both companies, we will be better able to penetrate and service the targeted markets. They have established strong relationships with O.E.M. Engineering Groups and new car dealership Service personnel.”

***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.batterybrain.com](http://www.batterybrain.com) and [www.smgynet.com](http://www.smgynet.com).*

***About North American Automotive Group***

*[www.northamericanautomotive.com](http://www.northamericanautomotive.com)*

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