

Smartcool Systems has released the EC0home device for the residential aircon market.

Smartcool Systems Inc. {TSX.V: SSC} has released a new product, the EC0home, which will focus on the lucrative residential air conditioning market, targeting 40% savings in energy usage.

This complements their existing commercial devices for large air conditioning and refrigeration systems.



SMARTCOOL INTRODUCES THE ECOHOME TO THE RESIDENTIAL AIR CONDITIONING MARKET SAVINGS OF UP TO 40% TO THE HOMEOWNER

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conditioning market.

Smartcool's proprietary control-algorithm technology has delivered proven energy efficiencies and savings to some of the world's best known brands over many years, including McDonalds, Burger King, Dell Computers, Tesco, General Electric, Hilton, Radisson, Mercedes Benz, Jaguar Motorcars, United Utilities, Telefonica, Emcor and SSE.

Ted Konyi, Smartcool chief executive officer, said: "The company has built a pedigree of delivering meaningful energy savings at over 30,000 installations around the world, in some of the most challenging environmental conditions, to large commercial and industrial clients. We now feel the time is right to continue to expand our mission of bringing energy savings, environmental responsibility and carbon emission reductions to our planet by entering the largest and most exciting sector – the residential market."

Mr. Konyi continued, "The residential market in the United States alone is massive, with about 100 million residences with A/C and heat pump systems."

Don Iannucci has been appointed vice-president, business development – residential, and will lead the division that will introduce the new EC0home product to the residential market.

Mr. Iannucci's career encompasses being a founder and senior executive of companies involved in data-mining and

information-management software, telephony, Internet, cable, on-demand television, investment banking, and the consolidation of companies involved in providing heavy civil construction and oil field services. Mr. Iannucci's marketing experience includes his co-founding of Novus Communications which built a fibre optic network of over 40,000 route miles – providing carrier transport, video and high-speed Internet services, and marketing those services to business and residential customers.

Mr. Iannucci was central to the company's marketing and acquisition activities and to several rounds of private equity and debt financing. Mr. Iannucci has worked for some of the largest marketing and communications companies in Canada (Baker Lovick/BBDO, Cossette and BCP), where he was responsible for overseeing the development of strategic marketing campaigns for some of Canada's largest advertisers and marketers.

Mr. Iannucci said: *"This is a marketing guy's dream – the time has never been better to market a product like the ECOhome. With electricity costs on the rise, green initiatives on everyone's minds, and ever-warming temperatures, the residential homeowner will welcome the ability to save up to 40 per cent on their air conditioning costs."*

Mr. Iannucci continued: *"I expect our campaigns – initially targeting homeowners in the sunbelt states such as Florida, Texas, California, Nevada, Arizona, etc., (approximately 37 million homes with A/C) to be very well received. We plan to focus on the residential market with a direct-to-consumer approach using digital and television media to target our message of significantly saving money and reducing carbon*

emissions.”

About Smartcool Systems Inc.

Smartcool Systems provides cutting-edge energy-efficient and energy cost reduction solutions for businesses around the world. The EC03 and ESM are Smartcool's unique retrofit technologies that reduce the energy consumption of compressors in air conditioning, refrigeration and heat pump systems by up to 40 per cent, giving customers a return on investment in as little as 12 months.

We seek Safe Harbour.