Smartcool signs agency agreement with Coolsave in the United Kingdom

Smartcool Systems Inc. {TSX.V: SSV} announced that the Company has entered into an Agency Agreement with CoolSave Limited in the UK

CoolSave will lead all sales activity in the UK in concert with Smartcool's existing sales team and provide sales efforts on a non-exclusive basis in the European market.

Ted Konyi, CEO, Smartcool Systems Inc. {TSX.V: SSV} is pleased to announce that the Company has entered into an Agency Agreement with CoolSave Limited UK.

CoolSave will lead all sales activity in the UK in concert with our existing sales team and provide sales efforts on a non-exclusive basis in the European market.

Ted Konyi, CEO, Smartcool Systems Inc. {TSX.V: SSV} is pleased to announce that the Company has entered into an Agency Agreement with CoolSave Limited UK.

CoolSave will lead all sales activity in the UK in concert with our existing sales team and provide sales efforts on a non-exclusive basis in the European market. Initially introduced by our UK Sales Director, Nick Weedon, about 18 months ago, Matt and Colin have done extensive analysis of the market opportunity for Smartcool in the UK marketplace and believe that they can bring significant business forward through their extensive existing network of customer relationships.

Ted Konyi commented "I am very excited to be working with these two marketing professionals and their team. ***Based on the discussions to date CoolSave should bring significant sales momentum to the existing sales team in the UK. Currently the pipeline from CoolSave is growing exponentially. In fact, many of our recent successful client installations are directly a result of introductions by Matt and Colin. Having them on the team should result in unprecedented sales acceleration.*** *This should be viewed as a very successful long term partnership. I am looking forward to working with these highly motivated professionals."*

Matt Sandell said “Having become aware of the Smartcool suite of products has lead me to conclude that there is a tremendous opportunity for sales growth with the products. Colin and I thoroughly investigated the successful implementations of Smartcool in existing client environments and concluded that this offering can have significantly greater sales. We feel that this is something we can bring to the Company. We will be focusing on bringing these products to our wide range of existing customers and should have substantial success. Smartcool could become a standard for Energy Efficiency in the commercial environment.”

About Matt Sandell and Colin Higgs

Colin and Matt bring with them over 30 years of experience in the energy performance and asset management sectors. Collectively they have a proven track record of business development and project execution in the energy efficiency and renewable technology market sector. Having both operated at Director levels in major private and public sector companies, they see the relationship with Smartcool as a great opportunity to marry together their skill set with a technology that can make a huge impact in the UK energy efficiency market. They look forward to driving Smartcool growth and success in the UK and Europe.