

Smartcool Systems Inc. (SSC: TSX.V) www.smartcool.net

Smartcool Systems Inc. manufactures and distributes a proven green technology that makes refrigeration and air conditioning systems more efficient, resulting in cost savings, reduced energy consumption, and a smaller carbon footprint. Today, Smartcool is well positioned to benefit from the growing market for energy-saving technology which is being driven by bottom-line business fundamentals, increased environmental awareness, and rising energy costs.

Corporate Data

Trading Symbol	SSC
Exchange	TSX Venture
Shares	
Outstanding	41,182,646
Fully Diluted	48,838,646
Auditor	PWC Price Waterhouse
Legal	Richards Buell Sutton
CUSIP	83171N108

Clean, Green Technology


The Smartcool Energy Saving Module™ (ESM™) and ECO³™ use proprietary software to optimize the operation of compressors used in air conditioning, refrigeration and heat pump systems. Optimizing the performance of the compressor is important from both an economic and an environmental perspective. These cooling systems are the second largest users of electrical power in buildings worldwide and compressors are the largest consumers of electricity in air conditioning and refrigeration systems, accounting for about 70% of total electrical consumption. By maximizing compressor operations, companies save on their energy bills, improve margins and help meet their green commitments to their customers, business associates and government.

Over the last 20 years, 26,000 Smartcool units have been installed globally. It is estimated that Smartcool is reducing greenhouse gas emissions by 255,000 tons and electricity use by 213,000 megawatts each year. This is enough electricity to supply a city with a population of 250,000 people.


The Investment Opportunity

- **Right Space, Right Time** – Smartcool's green technology addresses both economic and environmental issues for the commercial/industrial sector.
- **Proven Technology** – Smartcool products have been adopted by some of the world's most prominent companies in their sectors including Tesco - UK (Supermarket), Telstra – Aust. (Telco), HPL Hellman – USA (Food Distribution), Gate Gourmet – UK (Catering Logistics).
- **Sales & Distribution Channel** – Smartcool has established strong networks in the U.S. and internationally, exposing the ESM™ and ECO³™ to the global marketplace.
- **Cost of Energy** – Prices continue to soar globally, driving demand for energy efficient technologies.
- **Legislation** – Governments are demanding that industry reduce its greenhouse gas emissions.
- **Power Demand** – Global demand is increasing rapidly. Installing energy efficiency technology provides immediate reduction and cost savings.
- **Carbon Credits** – Smartcool is looking to maximize cash flow from the credits generated by this emission reduction technology.

Recent News

October 21, 2009- Sainsbury's Expands the Implementation of Smartcool's Energy Saving Module™

October 14, 2009- Smartcool's Technology Provides Cost Savings to 7-Eleven in the Philippines

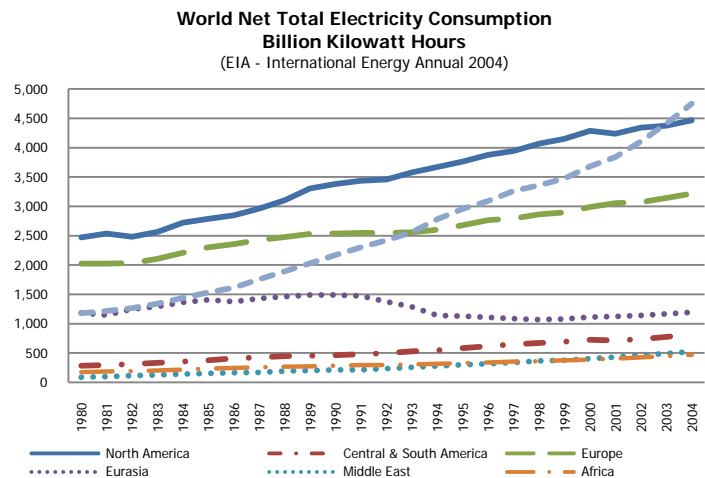
October 6, 2009- Smartcool Systems Inc. Obtains Critical Australian Green Star Certification

September 23, 2009- Smartcool Generates Energy Savings for LSG Sky Chefs at Frankfurt Airport

September 14, 2009- Dell Implements Smartcool's ESM™ Technology

Market Opportunity

With ever increasing energy demands and the rising cost of power, both Government and Industry are searching for ways to simultaneously reduce operating costs and decrease their environmental impact. Governments are implementing rebate programs for companies that institute energy saving measures. Companies are realizing the economic and social benefits of implementing aggressive environmentally conscious programs that reduce their energy costs.



An example can be taken from a quote by H. Lee Scott, former CEO of Wal-Mart, "As one of the largest companies in the world, with an expanding global presence, environmental problems are our problems."

Smartcool has the knowledge and experience to implement an aggressive sales and marketing program to introduce the ESM™ and ECO³™ to the international marketplace. Management feels that the Company is positioned to take advantage of a sector which is primed for growth as illustrated by a quote from Kleiner Perkins' John Doerr, "Greentech could be the largest economic opportunity of the 21st century."

According to the International Energy Outlook 2008, world energy consumption is expected to increase by 50% from 2005 to 2030, most rapidly in the industrial sector. In the U.S. alone, space cooling and refrigeration accounts for 15% of total electricity consumption. At a rate of US\$0.07/kWh in the commercial sector, air-conditioning and refrigeration accounts for US\$26 billion in spending annually.

Energy consistently ranks as the second or third largest operating expense for businesses with air-conditioning and refrigeration typically representing the largest electrical expense in the market verticals that Smartcool is targeting.

Key Personnel

George Burnes, President - Prior to joining Smartcool Systems Inc., Mr. Burnes was instrumental in the development of several customer-focused enterprises engaged in new product and service deployment. Mr. Burnes most recently held the position of President & CEO of Novus Entertainment Inc; a communications service provider offering consumer's choice for their entertainments needs. Mr. Burnes was also President & CEO of Silent Witness Enterprises Inc, a leading developer of advanced security systems distributed worldwide. Additionally he was founding director of Image Systems Corporation, a company engaged in the development of interactive television systems and services. Mr. Burnes has over 20 years of management experience with 10 years of specialization in management and financial consulting.

Chris Lefavre, VP of Business Development - Chris Lefavre has played a key role in building and managing several business to business product and service distribution networks. Mr. Lefavre most recently held the position of Business Unit Director for UTEL Networks, the business to business sales unit of Teligence Communications; a company specializing in telecommunications and non face to face commerce solutions.

Cameron Hunter – VP of Sales & Marketing - Cameron Hunter joined Smartcool Systems Inc. in 2009 and brings with him over 15 years experience of building global sales teams as well as developing and executing sales strategies for new and innovative technologies. Prior to joining Smartcool Systems Inc., Mr. Hunter served as President and CEO of Norsat International Inc. - a TSX listed telecommunications provider of satellite systems and sub-components. He has also held senior international sales and strategic partnership positions for leading technology brands such as SkyStream Networks (now owned by LM Ericsson), Harris Corporation, and Nortel Networks.

Ken Landymore - Director of Operations - Ken Landymore brings a wealth of experience throughout the supply chain in the areas of manufacturing, purchasing, logistics, customer service, service, and after sales support. Most recently, Mr. Landymore was the General Manager, Parts and Service for Trail Appliances where he was instrumental in improving both the financial performance and service delivery metrics. Prior to that, he spent many years in the consumer electronics and computer industries in a variety of supply chain capacities. Everywhere he has been Mr. Landymore has demonstrated the ability to improve the process and delivery while minimizing costs.

Russ Visser, Technical Director - Russ Visser brings over 30 years of technical experience to the Smartcool team from such diverse industries such as Oil and Gas, Food Manufacturing, Electrical Generation and Distribution, Water Purification, and Electrical Design and Construction, Custom Production Equipment Manufacturing. Mr. Visser has a background in Automation and Control systems and has also been the Principal of Wasatch Consultants; an Engineering Consulting and Custom Equipment Manufacturer, since 1992.

Suellen McAlpin, Business Development Manager, Asia-Pacific - Suellen McAlpin has played a key role in building and managing a number of international distribution networks. Mrs. McAlpin most recently held the position of President of Abbotly PTY Ltd. of Australia previous to its acquisition by Smartcool Systems Inc. Prior to that she worked at the AusTrade office of the Australian government and was involved in researching and securing international distribution opportunities for products that are manufactured in Australia.

Andrew Sanders, Managing Director, Smartcool Systems (EMEA) Ltd. - Bringing a wealth of experience to the Smartcool EMEA board in corporate consolidation and organizational integration, Mr. Sanders has established a solid foundation for the expansion of the client portfolio. Working as a member of the Smartcool UK board of directors for the past fourteen (14) years, Mr. Sanders leads the organizational and planning development of Smartcool EMEA. His past career involves various financial and commercial consolidation projects and large IT installation initiatives with organizations such as Thorn EMI and Allied Domecq.

Steve Martin, Sales Director, Smartcool Systems (EMEA) Ltd. – Steve Martin is one of the founding directors of EMEA, Smartcool’s subsidiary distributor for Europe, the Middle East, Africa and the Indian Sub-Continent. With over 16 years experience in providing energy solutions, he is well known and respected in the industry. He brings a wealth of experience both technical, customer facing sales and management of international distributor networks. His previous career in Estate and Property Management & Sales provided him with a wide and varied experience across a range of industry sectors.

For more information on Smartcool, please contact:

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