



Smartcool Announces Appointment of US Based Capital Markets Advisory Firm

Tuesday, May 24, 2011

VANCOUVER, May 24 /CNW/ - Smartcool Systems Inc. (TSXV: SSC), a company delivering cutting edge energy efficient and cost creative solutions to businesses worldwide, finalized an agreement with Murdock Capital Partners Corp., to act as exclusive US corporate consultant and financial advisor to the company. Murdock, a 20 year old firm with headquarters in New York, NY, specializes in advisory work and has raised over \$500 Million in equity and project financing for various public and private entities in the high technology and energy related industries.

Smartcool and Murdock have jointly initiated an evaluation of the Company's business plan, corporate organization, financial and capitalization needs and structuring. Murdock has embarked on an extensive review of the company's operations, including acquisitions, private and public equity and debt and other organizational aspects that will be accretive to shareholder value.

Murdock will assist Smartcool with all aspects of its financial matters, including public and media relations, seeking to broaden the US shareholder base through direct communications, research coverage and investor meetings with appropriate parties.

"Smartcool Systems is an exceptionally well managed entity that is embarking upon an aggressive business plan to transform the company from an early revenue producing entity to a worldwide marketer of energy savings systems. This will grow revenues substantially in the coming months and we are delighted to be working with George Burnes and his team," stated Thomas Dean, President of Murdock Capital.

"After conducting an exhaustive and extensive search for the right US-based company to assist us, we feel that Murdock will add value to our strategy, and are anticipating a long and fruitful relationship with them," says George Burnes, CEO of Smartcool Systems. "In addition to retaining a strong US-based firm we have extended the term of our contract with the Howard Group who have provided us similar services in the Canadian market for the past eighteen months. Going forward we have a strong team in place that will give the capital markets access to ongoing progress that we as a company are making."

About Murdock Capital Partners Corp.

Since its inception, Murdock has raised over \$500 Million in equity and project financing for various public and private entities in the alternative energy and high technology industries, has assisted in listing over a dozen companies on US Exchanges, including the ASE/NYSE, Nasdaq, and OTCQX, and has been involved in a number of substantive mergers and acquisitions. Murdock's subsidiary, Innovative Research Associates, handles all aspects of investor relations, including the publishing of industry overviews and specific company reports, media contacts, institutional and retail brokerage meetings, and has conducted conferences on specific natural resource opportunities. Using an extensive, proprietary data base, IRA reaches targeted audiences with a focused emphasis on their clients' specific operations.

About Smartcool Systems Inc.

Smartcool Systems Inc. (TSXV: SSC) delivers cutting edge energy efficiency and cost reduction solutions for businesses around the world. The ESM™ and ECO³™ are Smartcool's unique retrofit technologies that reduce the energy consumption of compressors in air conditioning, refrigeration and heat pump systems. Energy savings achieved by the ESM™ and ECO³™ are quantifiable and the products can qualify for government and utility rebates. The technology has been validated by rigorous third party testing, government organizations and private business installations. www.smartcool.net

Neither the TSX Venture Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

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