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# **Pierce Selects SmarTire to Supply TPMS**

*SmarTire Products To Be Offered On Pierce Fire Fighting Vehicles*

**Richmond, British Columbia, Canada, February 1, 2006** -- SmarTire Systems Inc. (OTC Bulletin Board: SMTR) announced today that Pierce Manufacturing Inc., an Oshkosh Truck Corporation company, will include the SmarTire active tire pressure monitoring system as an option for new and existing firefighting vehicles. Pierce Manufacturing is North America's leading manufacturer of fire and safety apparatus.

The SmarTire active tire pressure and temperature monitoring system improves vehicle safety and performance by providing drivers real-time tire information while their vehicles are in motion. At a push of a button, the SmarTire system displays each tire's pressure, temperature and pressure deviation. If the system detects a loss of air pressure or abnormally high tire temperature, a bright warning light automatically alerts the driver to the condition.

Dave Warkentin, vice president of sales and marketing of SmarTire, said, "The SmarTire system is a natural fit for Pierce. Pierce vehicles are the industry standard for performance, quality and reliability. We are excited to work with the company to offer tire pressure monitoring to the fire fighting community."

Tom DeCoster, director of new product development and product management of Pierce Manufacturing Inc., said, "Pierce has always led the industry in innovative products for fire and rescue vehicles. The SmarTire system is a solid addition to our new tire protection system, which improves tire performance and reliability and improves on-the-road safety."

### **About Pierce Manufacturing Inc.**

Pierce Manufacturing Inc., a subsidiary of Oshkosh Truck Corporation, is the leading North American manufacturer of custom fire apparatus. Products include custom and commercial

pumpers, aerials, rescue trucks, wildland trucks, mini-pumpers, elliptical tankers, and homeland security apparatus. In addition, Pierce designs its own foam systems and was the first company to introduce the Side Roll Protection™ System to fire apparatus. To learn more about Pierce, visit <http://www.piercemfg.com>.

#### **About SmarTire Systems Inc.**

SmarTire develops and markets proprietary advanced wireless sensing and control systems worldwide, including tire pressure monitoring systems for global vehicle markets. The U.S. government, through the TREAD Act, has legislated that all new passenger vehicles must be equipped with tire monitoring systems beginning with a phased implementation in 2004. This has raised the awareness for tire monitoring throughout the vehicle industry, and SmarTire is capitalizing on the rapidly emerging original equipment manufacturer (OEM) and aftermarket opportunities. SmarTire has offices in North America and Europe.

A comprehensive investment profile regarding SmarTire Systems Inc. may be found at <http://www.hawkassociates.com/smartire/profile.htm>.

An investment profile, a comprehensive online investor relations kit, SEC filings and other useful investor information regarding SmarTire Systems Inc. can be found at <http://www.hawkassociates.com/SmarTire> and <http://www.americanmicrocaps.com>. In addition, this press release is available for investor commentary, questions, near real-time answers and monitored discussion in the SmarTire IR HUB at <http://www.agoracom.com/IR/SmarTire>. Alternatively, investors may call Ken AuYeung or Frank Hawkins of Hawk Associates at (305) 451-1888, e-mail: [info@hawkassociates.com](mailto:info@hawkassociates.com), or e-mail questions to [SMTR@agoracom.com](mailto:SMTR@agoracom.com).

*Except for historical information contained herein, the matters discussed in this news release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that involve substantial risks and uncertainties. When used in this news release, the words "expects," "may," "will" and similar expressions identify certain of such forward-looking statements. Actual results, performance, or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein. These forward-looking statements are based largely on the expectations of SmarTire and are subject to a number of risks and uncertainties that are subject to change based on factors, which are, in many instances, beyond SmarTire's control. These include, but are not limited to, risks and uncertainties associated with the effects of competitive pricing, SmarTire's dependence on the ability of third-party manufacturers to produce components on a basis that is cost-effective to SmarTire, market acceptance of SmarTire's products, SmarTire's ability to keep up with technological advances in the industry, the effect of competitive products and the effects of governmental regulations. SmarTire cautions that the foregoing factors are not exhaustive.*