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SmarTire Announces Major RV Purchase Order

Camping World places Initial Stocking Order for Tire Pressure Monitoring Systems

Richmond, British Columbia, Canada, February 27, 2005 -- SmarTire Systems Inc. (OTC Bulletin Board: SMTR) announced today that Camping World, a major U.S. supplier of aftermarket RV products has placed a substantial purchase order for SmarTire's recreational vehicle (RV) tire pressure monitoring systems (TPMS). Camping World is the world's largest supplier of RV accessories and camping equipment and currently has 46 retail outlets in key regional locations throughout the United States.

Connie Rich, buyer for Camping World, said, "We are excited to offer SmarTire RV TPMS to our customers. We have been successful selling new technology products and we anticipate strong sales of the SmarTire RV product. SmarTire's TPMS will be available for our RV customers by mid-March. The product will be introduced on April 1, 2006 and will be featured in our May master catalogue, the RV View, marking our official product launch. The product will provide our customers with a safety option that could help prevent costly and potentially dangerous failures and expensive roadside service calls, as well as provide significant savings in fuel efficiency and tire costs."

Dave Warkentin, vice president of sales and marketing of SmarTire, said, "We are extremely pleased to have added a strong retail partner of this caliber. Camping World's national reach will make it easier for RV owners across the United States to not only purchase the SmarTire RV product but also to have it professionally installed in their vehicles."

About Camping World

Camping World, based in Bowling Green, Ky., is the world's largest supplier of RV accessories and camping equipment and currently has 46 retail outlets in key regional locations. The company's expanding product selection, showcased in more than 25 million annually distributed

catalogs and flyers, is uniquely tailored to meet the needs of today's RV and camping enthusiast. For more information, visit media.campingworld.com.

About SmarTire Systems Inc.

SmarTire develops and markets proprietary advanced wireless sensing and control systems worldwide under the SmartWave trademark. The company has developed numerous patent-protected wireless technologies and advanced tire monitoring solutions since it was founded in 1987. The company's proprietary SmartWave platform provides a foundation for the addition of multiple wireless sensing and control applications. The initial product release on the SmartWave platform is SmartWave™ TPMS, which leverages on the company's background and knowledge in tire monitoring solutions. 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 contact Ken AuYeung or Frank Hawkins of Hawk Associates at (305) 451-1888, e-mail: info@hawkassociates.com, or e-mail questions to 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.