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NEWS RELEASE

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**SMF ENERGY CORPORATION TO PRESENT AT THE
NOBLE FINANCIAL 2011 EQUITY CONFERENCE IN HOLLYWOOD, FLORIDA**

Ft. Lauderdale, FL, May 10, 2011 – **SMF ENERGY CORPORATION**, (NASDAQ: FUEL) (the “Company”), a leading mobile fueling and energy logistics company providing efficient, just in time distribution of petroleum products and chemicals, today announced that it will make a presentation at SEVEN - Noble Financial Capital Markets’ Seventh Annual Equity Conference. The conference is being held at the Hard Rock Hotel in Hollywood, Florida. Chief Executive Officer and President, Richard E. Gathright, is scheduled to make a presentation on Tuesday, May 17, 2011 at 1:00 p.m.

The management team will be available to meet with investors throughout the day. The presentation by Mr. Gathright will cover the Company's market expansions and business opportunities. At the time of the presentation, a live audio and high-definition video webcast of the Company’s presentation and a copy of the presentation materials will be available on the Company's web site www.mobilefueling.com, or through the Noble Financial websites: www.noblefcm.com or www.noble7.com. The Company recommends registering at least 10 minutes prior to the start of the presentation to ensure timely access. Microsoft SilverLight viewer (a free download from the presentation link) is required to participate. The webcast and presentation will also be archived on the Company’s web site for 90 days following the event.

ABOUT SMF ENERGY CORPORATION (NASDAQ: FUEL)

The Company is a leading provider of petroleum product distribution services, transportation logistics and emergency response services to the trucking, manufacturing, construction, shipping, utility, energy, chemical, telecommunication and government services industries. The Company provides its services and products through 34 locations in the 11 states of Alabama, California, Florida, Georgia, Louisiana, Nevada, Mississippi, North Carolina, South Carolina, Tennessee and Texas. The broad range of services the Company offers its customers includes commercial mobile and bulk fueling; the packaging, distribution and sale of lubricants and chemicals; integrated out-sourced fuel management; transportation logistics and emergency response services. The Company’s fleet of custom specialized tank wagons, tractor-trailer transports, box trucks and customized flatbed vehicles delivers diesel fuel and gasoline to customers’ locations on a regularly scheduled or as needed basis, refueling vehicles and equipment, re-supplying fixed-site and temporary bulk storage tanks, and emergency power generation systems; and distributes a wide variety of specialized petroleum products, lubricants and chemicals to our customers. More information on the Company is available at www.mobilefueling.com.

ABOUT NOBLE FINANCIAL

Noble Financial Capital Markets was established in 1984 and is an equity research driven, full-service, investment banking boutique focused on small-cap, emerging growth companies. The company has offices in New York, Boston, New Jersey, St Louis, and Boca Raton. In addition to non-deal road shows and sector-specific conferences throughout the year, Noble Financial hosts its large format annual equity conference in late spring featuring 120 – 150 presenting companies from across North America and total attendance of close to 600. For more information: www.noblefcm.com

FORWARD LOOKING STATEMENTS

This press release includes “forward-looking statements” within the meaning of the safe harbor provision of the Private Securities Litigation Reform Act of 1995. For example, predictions or statements of belief or expectation concerning the Company’s market expansions or future business opportunities are all “forward looking statements” which should not be relied upon. Such forward-looking statements are based on the current beliefs of the Company and its management based on information known to them at this time. Because these statements depend on various assumptions as to future events, they should not be relied on by shareholders or other persons in evaluating the Company. Although management believes that the assumptions reflected in such forward-looking statements are reasonable, actual results could differ materially from those projected. In addition, there are numerous risks and uncertainties that could cause actual results to differ from those anticipated by the Company, including but not limited to those cited in the “Risk Factors” section of the Company’s Form 10-K for the year ended June 30, 2010.