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ECOtality's eTec Launches New Minit-Charger FC Fast-Charger

eTec's Minit-Charger "FC" Model is the most compact system in its class

SCOTTSDALE, Ariz. – January 12, 2009 – Electric Transportation Engineering Corporation (eTec), a wholly owned subsidiary of ECOtality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, today announced the launch of the new Minit-Charger FC battery fast-charging system that will be unveiled today at the ProMat 2009 convention in Chicago, IL. The FC is specifically designed for heavy duty material handling applications and reduces a facility's electrical consumption by featuring one of the highest energy conversion efficiency and power factor amongst chargers in its class. Utilizing Minit-Charger's patented advanced algorithm technology, the Minit-Charger FC system is 50 to 65% smaller and 50 to 70% lighter than other fast-charge systems that provide a power output of up to 320 amps.

"Featuring the most advanced fast-charging technology on the market, the Minit-Charger FC can power continuous heavy duty operations while requiring minimal space," said Don Karner, president and CEO of eTec, the parent company of Minit-Charger. "The FC Charger rounds out the Minit-Charger product portfolio to support the most demanding power applications with the most energy efficient, compact and lightweight charging systems. As fast-charging has various mainstream applications and will play a critical role in the infrastructure for on-road electric vehicles, our ability to charge batteries faster, safer and more efficiently while utilizing little space provides us with a strong competitive advantage."

The Minit-Charger FC is a UL certified, high-frequency, single-connector charger designed for heavy duty applications. Providing up to 320 amps of output, the FC Charger can fast-charge battery systems of 48 volts (or less) more than four times faster than conventional chargers. The FC Charger features a light and compact design that allows the system to be pole or wall mounted in order to save valuable floor space. The FC Charger also features the patented Minit-TrakTM data management system that provides the most comprehensive performance evaluation of a battery's state-of-health and state-of-charge and the Battery Data Control (BDC) system that automatically adjusts charging rates to increase and maximize battery life.

eTec, a wholly owned subsidiary of ECOtality, is a recognized leader in the research, development and testing of advanced transportation energy systems and infrastructures. Committed to commercially advancing clean electric

technologies with clear market advantages, eTec manufactures and provides battery fast charge systems and fueling stations for electric and hydrogen powered vehicles. For more information about eTec or Minit-Charger, please visit www.etecevs.com or www.miniit-charger.com.

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: ETLY), headquartered in Scottsdale, Arizona, is a leader in clean electric transportation and storage technologies. Through innovation, acquisitions, and strategic partnerships, ECOtality accelerates the market applicability of advanced electric technologies to replace carbon-based fuels. For more information about ECOtality, Inc., please visit www.ecotality.com.

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Forward-Looking Statements

This release contains 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. All forward-looking statements are inherently uncertain as they are based on current expectations and assumptions concerning future events or future performance of the company. Readers are cautioned not to place undue reliance on these forward-looking statements, which are only predictions and speak only as of the date hereof. In evaluating such statements, prospective investors should review carefully various risks and uncertainties identified in this release and matters set in the company's SEC filings. These risks and uncertainties could cause the Company's actual results to differ materially from those indicated in the forward-looking statements.