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ECOtality's eTec to Conduct Testing of Chevrolet Tahoe Hybrid Electric Vehicles

eTec to perform baseline and fleet testing of Chevrolet Tahoe Hybrid in conjunction with ongoing work with the Department of Energy's Advanced Vehicle Testing Activity

SCOTTSDALE, Ariz. – March 25 , 2008 – Electric Transportation Engineering Corporation (eTec), a wholly owned subsidiary of ECOtality, Inc. (OTC BB: ETLY), a renewable energy company that acquires and commercially advances clean electric technologies and applications, today announced it will conduct baseline and fleet testing on two 2008 Chevrolet Tahoe Hybrid vehicles for the Department of Energy's Advanced Vehicle Testing Activity (AVTA). The AVTA is part of the Department of Energy's FreedomCAR & Vehicle Technologies Program and is conducted by the Idaho National Laboratory (INL). Baseline performance testing will utilize specifications developed by eTec in conjunction with vehicle manufacturers and industry stakeholders (such as fleet managers), with the objective of measuring real-world vehicle performance. This project is part of a five-year contract with the Department of Energy that started in October 2005 and is valued at \$10.5 million.

"eTec's work with the DOE's AVTA program displays our commitment in taking a leading role in the testing, development and advancement of advanced vehicle technologies that will reduce our dependence upon oil," said Don Karner, president and CEO, eTec. "Through our experience with cutting edge technologies that include battery management and fast charging systems, eTec is well positioned to capitalize on the eminent expansion of electric transportation, from hybrids to plug-in hybrids and ultimately pure electric vehicles."

eTec, through its sister company Electric Transportation Applications (ETA), has been contracted to conduct this vehicle testing for the AVTA. eTec will test the Tahoe's two-mode hybrid battery system after an initial break-in period and again at 160,000 miles to establish changes from baseline performance. Testing will be performed in and around Phoenix, Arizona and will utilize automotive proving grounds as well as the Advanced Power Train Test Facility of the Argonne National Laboratory outside of Chicago, Illinois. Some of the vehicle data that will be collected includes fuel consumption, acceleration, gradeability, road load coefficients (to support dynamometer testing), and vehicle durability. ETEC has already completed testing on 12 HEV models and is currently testing a number of plug-in HEVs, including conversions of both the Toyota Prius and Ford Escape Hybrid vehicle platforms. ETEC will prepare a final report detailing the life cycle costs of the Tahoe Hybrid vehicles that includes fuel costs, operations and maintenance costs and resale values that will be posted on the DOE's AVTA website, www.avt.inl.gov.

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 equipment and fueling stations for electric and hydrogen powered vehicles. For more information about eTec, please visit www.etecevs.com.

About ECOtality, Inc.

ECOtality, Inc. (OTC BB: ETLY), headquartered in Scottsdale, Ariz., is a renewable energy company that acquires and commercially advances clean electric technologies and applications. ECOtality aggressively accelerates the development of companies and technologies that address today's global energy challenges. Through strategic acquisitions, partnerships and technology innovations, ECOtality strives to advance the market applicability of clean electric technologies to become accepted alternatives to carbon-based fuel technologies. 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.