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ECOtality Named to *Entrepreneur* Magazine's 100 Companies to Watch

SCOTTSDALE, Ariz. – May 27, 2008 – ECOtality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, today announced it has been named by *Entrepreneur* magazine as one of the nation's 100 Brilliant Companies to Watch in the June issue on newsstands now. ECOtality has been listed within the Alternative Energy category, which *Entrepreneur* considers to be one of the 10 hottest industry categories right now.

"Companies like ECOtality are proving that with brainpower, determination and good timing, businesses can trump even the toughest of economic challenges," says Amy Cospers, VP/Editor in Chief of *Entrepreneur*. "Those named to the 100 Companies to Watch are just that—ones to watch—that could reach new heights for growth among 10 industries with a combined \$5 trillion in opportunity."



About Entrepreneur Media Inc.

Entrepreneur Media Inc. is the premier content provider for and about entrepreneurs. Our products engage and inspire every day with the advice, solutions and resources that fuel the bold and independent way entrepreneurs think.

After 32 years, nobody reaches more growing businesses. As the original magazine for the small and midsize business community, *Entrepreneur* continues to be the definitive guide to all the diverse challenges of business ownership. *Entrepreneur.com* is the most widely used website by entrepreneurs and emerging businesses worldwide. *Entrepreneur Press* publishes the books that turn entrepreneurial skills into business success. To learn more, visit www.entrepreneur.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.