

ECOtality and eTec Congratulate Project Partners on Successful \$100 Million Proposal for Transportation Electrification

Diverse List of Project Partners Released

SCOTTSDALE, Ariz. – August 10, 2009 – ECOtality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, and its subsidiary Electric Transportation Engineering Corp. (eTec), today thanked and congratulated the project partners who supported eTec's proposal to the U.S. Department of Energy that resulted in a \$99.8 million grant for the largest deployment of electric vehicles (EVs) and charge infrastructure in U.S. history.

"Our project partners were not only instrumental in helping ECOtality's eTec secure the \$99.8 million grant from the U.S. Department of Energy, they will be instrumental in implementing the largest ever transportation electrification program," said Jonathan Read, President and CEO of ECOtality. "As strategic partners on this Proposal, Idaho National Laboratory, Nissan North America, GridPoint, Oak Ridge National Laboratory and BP America will play strong roles in helping eTec create dense charge environments, ensure a seamless transition for utilities and collect and analyze critical data that will ensure the immediate success of the electric vehicle."

On Wednesday, August 5th, the U.S. Department of Energy announced it had selected eTec to receive a grant of \$99.8 million to undertake the largest deployment of electric vehicles (EVs) and charging infrastructure in U.S. history. eTec, the lead applicant and project manager, has partnered with Nissan North America to deploy EVs and the charging infrastructure to support them. The Project utilizes the availability of the Nissan LEAF, a zero-emission electric vehicle, to develop, implement and study techniques for optimizing the effectiveness of charging infrastructure that will support widespread EV deployment. The Project will install electric vehicle charging infrastructure and deploy up to 1,000 Nissan battery electric vehicles in strategic markets in five states: Arizona, California, Oregon, Tennessee, and Washington.

"I'd like to thank all of our partners for their contributions to the eTec proposal," said Don Karner, President of eTec. "We look forward to working with everyone on this project to accelerate work on electric vehicle systems and infrastructure, reduce petroleum consumption and support the President's goals for job creation and electric drive vehicle deployment."

The following organizations supported eTec's initial proposal to the U.S. Department of Energy for transportation electrification:

- American Lung Association of California
- ATX / Cross Country Automotive
- Bovis Lend Lease
- BP America
- CB Richard Ellis / Emerald Plug
- Center for Sustainable Energy (CA)
- Coulomb Technologies
- City of Chattanooga
- City of Knoxville
- City of Phoenix
- City of Seattle
- Eaton Corporation
- GridPoint
- Hamilton County (TN)
- Idaho National Laboratory
- Knoxville Utilities Board
- King County (WA)
- Maricopa Association of Governments (AZ)

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- Nissan North America
- Oak Ridge National Laboratory
- Ohio State University
- Pima Association of Governments (AZ)
- Portland General Electric
- Puget Sound Energy
- Salt River Project
- San Diego Association of Governments (CA)
- San Diego Clean Fuels Coalition
- San Diego Gas & Electric
- San Diego Miramar College
- Seattle City Light
- Snohomish County PUD
- State of Oregon
- State of Tennessee
- State of Washington
- Tennessee Valley Authority
- Tucson Electric Power
- University of California-Davis
- Yazaki North America
- Zipcar
- 350 Green

About eTec

Electric Transportation Engineering Corporation (eTec), a subsidiary of ECOtality (OTCBB: ETLY - News), is a recognized leader in the research, development and testing of advanced transportation and energy systems. With over two decades of electric transportation experience, eTec has been involved in every electric vehicle initiative in North America since the 1990s. Utilizing its patented industry-leading charging algorithm, eTec operates the Minit-Charger line of battery fast-charge systems for on-road electric vehicle, transit, material handling and airport ground support applications. For more information, please visit www.etecevs.com or www.minit-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.

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