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ECOtality Initiates EV Micro-Climate Program and Challenges Policymakers to Pave the Way for Electric Vehicles

ECOtality and eTec provide a turn-key program for areas to establish infrastructure for electric transportation

SCOTTSDALE, Ariz. – January 8, 2009 – ECOtality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, today announced the launch of the EV Micro-Climate program and challenged policymakers to proactively assist automakers in launching electric vehicles by establishing a suitable charging infrastructure. ECOtality's EV Micro-Climate program is an integrated turn-key program that advances select areas with the needed infrastructure to support the adoption of electric transportation. With nearly every automotive manufacturer planning to make plug-in hybrid (PHEV) or electric vehicles (EV) publically available in the next two years, ECOtality urges city and municipal governments to work with utilities and vehicle manufacturers to create an EV Micro-Climate in their area by establishing the appropriate physical infrastructure and regulatory environment to ensure the transition from gasoline to electric transportation is convenient and successful for consumers.

"ECOtality's EV Micro-Climate program will help cities and municipalities establish a public and private alliance that will prepare these areas to support and attract electric vehicles without the complete financial burden falling on the taxpayers," stated Jonathan Read, president and CEO, ECOtality. "We are calling on policy makers to take appropriate regulatory and legislative leadership in assessing and making the needed infrastructure improvements to make their regions compatible for the successful roll-out of plug-in hybrid and battery electric vehicles. Through our extensive work with vehicle manufacturers and utilities, it is clear the successful introduction of electric vehicles will be difficult to accomplish unless the necessary public and residential infrastructure, as well as regulations that promote these infrastructures, are immediately put in place."

Beginning with extensive feasibility and infrastructure planning studies, ECOtality's EV Micro-Climate program provides a blueprint for a comprehensive EV infrastructure system and provides detailed action plans for its successful execution and continued maintenance. The implementation of an EV Micro-Climate includes physical charge infrastructure installations at residential, commercial and public locations, as well as comprehensive regulatory and public awareness programs to support the various value chains associated with an EV Micro-Climate. ECOtality will

assist with the installation of charging systems in vehicle owners' homes, as well as install fast-charging systems in select locations to provide convenient on-the-go charging opportunities. Working with all relevant stakeholders (including governmental organizations, utilities, automotive manufacturers and local businesses), ECOtality's EV Micro-Climate program ensures an area is prepared for consumer adoption of electric transportation.

"As we have been involved in every major North American vehicle initiative to-date and have installed more on-road charging systems than any other company, ECOtality has the knowledge and experience to make sure the roll-out of electric vehicles is successful for all stakeholders," said Mr. Read. "Unquestionably, there are many environmental, economic and security reasons to adopt electric vehicles, and establishing a sound electric charging infrastructure in advance of the automakers roll-out is critical for their lasting success. With automotive manufacturers answering the call to build zero-emission vehicles, we must now support them by fulfilling the necessary infrastructure requirements."

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.