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ECOtality's eTec Powers Westchester County Airport with Minit-Charger Installation

eTec's Minit-Charger installation at Westchester County Airport to reduce emissions and fueling costs

SCOTTSDALE, Ariz. – January 14, 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 installation of 13 Minit-Charger fast-charge systems at Westchester County Airport. As Westchester County Airport transitions its ground support equipment from gasoline and diesel powered to pure electric powered systems, the 13 dual-port Minit-Charger systems will power the airport's new fleet of 25 all electric ground support vehicles that will cut noise and air pollution and substantially reduce fueling costs. Westchester County Airport funded the Minit-Charger installation without the use of any Westchester taxpayer funds through the primary assistance of the FAA Voluntary Airport Low Emissions (VALE) grant program and the New York State Department of Transportation Airport Services Bureau.

"This Minit-Charger installation at Westchester County Airport displays how fast-charging meets the needs of the most critical and demanding operations and enables the transition from gasoline and diesel to all electric vehicles," said Don Karner, president and CEO of eTec. "As airlines and airports continually strive to cut emissions and reduce fueling costs, the switch to pure electric ground support vehicles, supported by safe and highly efficient fast-charge systems, is an affordable common sense solution."

Specifically engineered for airport ground support equipment, material handling operations, on-road electric vehicles, and marine and transit applications, eTec Minit-Charger systems are based on exclusively patented advanced algorithms that allow faster charging with less heat generation and longer battery life than any other fast-charge system available. According to a February 2007 report published by eTec and the U.S. Department of Energy, use of electric ground support equipment can reduce annual fueling costs by 70 to 80% and reduce total operating costs by 30 to 40% when compared to gasoline or diesel powered ground support equipment. Currently installed in 14 major airports in North America, there are more than 300 eTec Minit-Charger systems in daily operation that service more than 1,000 pieces of electric ground support equipment.

"As gasoline and diesel powered ground service vehicles are the second greatest source of air pollutants at the airport, the transition to all electric ground support vehicles will save more than 330 tons of criteria air pollutants each

year and over 4,300 tons over the useful life of the vehicles,” said Andy Spano, Westchester County Executive. “By adopting electric ground service vehicles, we also eliminate over 120,000 gallons of petroleum based fuels used each year, which at a cost of about \$2.00 a gallon, results in annual savings of about \$190,000, even considering the net cost of electricity. This installation not only improves Westchester’s air quality by reducing harmful emissions, but also provides substantial savings by reducing our annual fueling costs.”

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.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.