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ECOTality Unveils Its First Electric Vehicle Networked Software

Provides Real Time Connectivity for Users

Phoenix – January 26, 2010 – ECOTality, Inc. (OTCBB: ETLE), a leader in clean electric transportation and storage technologies, will provide a preview of its first generation of internet-based software for advanced electric vehicle charging. The software, developed by eTec (Electric Transportation Engineering Corporation), a wholly-owned subsidiary of ECOTality, will be on display this week at the Electric Drive Transportation Association (EDTA) conference held in conjunction with the Washington Auto Show in Washington, D.C. A basic software demonstration can be viewed at www.theEVproject.com.

"This is an innovative move forward for ECOTality as we continue to cement our role as the leading EV solutions provider," said ECOTality President and CEO Jonathan Read. "Our software platform will allow EV drivers to log in via a website to remotely check the charge status of an EV at any ECOTality charge station, initiate and control the vehicle charging, and even help drivers locate the nearest charging stations."

The hallmark of this signature software is convenience. Consumers will be able to use the networked portal to program the time of charge, for example, and choose the least expensive, 'off-peak' time periods in which to charge. Custom text and email alerts will remind drivers to plug in their vehicles, and will notify them when there is a change in charging activities - including whether a charge is complete or has been interrupted. To alleviate range anxiety, a GIS-based mapping system will help drivers find charging stations, identify how many chargers are available at a particular location and whether or not an individual charger is in use.

"This software helps streamline the transition from gas to electric powered vehicles, allowing consumers to charge where they actually spend their time, and providing them peace of mind, knowing that a way to charge is always just around the corner," said Read. "This software will also provide substantial insight into potential repeat revenue models to help develop economically viable business models for the industry."

The software is being developed by ECOTality's subsidiary, eTec, for The EV Project, the largest-ever rollout of electric-vehicle infrastructure in the United States. In August 2009, the company was awarded a cooperative federal grant of nearly \$100 million from the U.S. Department of Energy, funded through the American Recovery and Reinvestment Act (ARRA), to implement The EV Project. The EV Project will establish approximately 11,210 electric vehicle charging stations in home-base, commercial and public locations to support the public adoption of plug-in vehicles in major markets in five states: Arizona (Phoenix & Tucson metropolitan areas), Washington (Seattle area), Oregon (Portland, Salem, Corvallis and Eugene), California (San Diego) and Tennessee (Chattanooga, Knoxville and Nashville). Use of the new software comes at no charge to the Project participants; data gathered through this pilot will help evaluate the overall effectiveness of The EV Project.

For a preview of the software demonstration, please visit www.theEVproject.com. The software will also be on display through Thursday at booth 102 at the Washington, D.C. Convention Center.

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: ETLE), 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.