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MEDIA ADVISORY

ECOTality to Discuss New EV Technologies

Phoenix/Scottsdale – January 27, 2010 – ECOTality, Inc. (ETLE), a leader in clean electric transportation and storage technologies, announced today that Don Karner, President of ECOTality's wholly-owned subsidiary, eTec (Electric Transportation Engineering Corporation) will participate in a panel discussion of new technologies and new challenges facing the electric vehicle industry. The discussion will occur at the annual meeting of the Electric Drive Transportation Association (EDTA) in conjunction with the Washington Auto Show at the Washington, D.C. Convention Center.

The discussion, entitled, "Unlocking the Grid: First and Second Wave Charging Infrastructure and Options," will take place from 8:30 am – 10:00 am ET on Thursday, January 28, 2010.

ECOTality's subsidiary, eTec, was recently 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 areas), Washington (Seattle area), Oregon (Portland, Salem, Corvallis and Eugene), California (San Diego) and Tennessee (Chattanooga, Knoxville and Nashville).

Details for the discussion are as follows:

DATE: Thursday, January 28, 2010
TIME: 8:30 a.m. – 10:00 a.m.
LOCATION: Washington Convention Center
801 Mount Vernon Place Northwest, Washington, DC

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.