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ECOTality's eTec Completes SuperCharge Installation at Long Beach Airport

Transitioning ground support equipment from gas to electric power will cut costs and reduce noise and air pollution

SCOTTSDALE, Ariz. – January 31, 2008 – Long Beach Airport and Electric Transportation Engineering Company (eTec), a wholly owned subsidiary of ECOTality, Inc. (OTC BB: ETLY), a renewable energy company that acquires and commercially advances clean electric technologies and applications, today announced it completed the installation of five *Dual Port SuperCharge* systems at Long Beach Airport. The five *Dual Port SuperCharge* stations will be used to recharge a fleet of electric baggage tractors and belt loaders that service JetBlue and US Airways. Able to charge up to 40 electric ground support vehicles, the *SuperCharge* installation provides the infrastructure for Long Beach Airport to transition its ground support equipment from gasoline and diesel powered equipment to pure electric powered systems. By reducing its dependence on gasoline, the airport will cut fueling costs, while significantly reducing noise and air pollution. The City of Long Beach received funding from the California Air Resources Board for the installation.



"The Long Beach Airport SuperCharge installation is proof of how fast charging battery technologies enable airports and material handling operators to lessen their harmful effect on the environment," said Don Karner, president and CEO of eTec. "There is an increasing movement amongst airlines and airports to cut emissions and reduce fueling costs by switching from gasoline and diesel to pure electric systems. Long Beach Airport is really setting a trend in economic and environmental consciousness as this installation is one of many that will help us realize our goal of enabling an electro-centric world where we power all vehicles, from material handling equipment to automobiles, with clean electricity."

Specifically engineered for airport ground support equipment, neighborhood electric vehicle operations, and marine and transit applications, the exclusively patented *eTec SuperCharge* system is based on advanced algorithms that allow faster charging with less heat generation and longer battery life than any other fast charge system available. Using the *eTec SuperCharge* system, airports and airlines can convert from diesel and gasoline ground support equipment to clean electric systems that produce zero emissions. 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 internal combustion engine ground support equipment that operates on gasoline or diesel fuel. Currently installed in 13 major airports in North America, there are more than 300 eTec SuperCharge systems in daily operation that service more than 1,000 pieces of electric ground support equipment.

“In line with Long Beach Airport’s Green Airport Program, powering our fleet of electric ground support equipment with the eTec SuperCharge system will reduce noise and air pollution, and help protect our residents, their neighborhoods and improve the quality of life for all Long Beach citizens,” said Christine Andersen, Airport Director. “From a safety, cost, environmental and efficiency standpoint, transitioning to a fleet of clean electric ground support equipment just makes sense.”

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 equipment and fueling stations for electric and hydrogen powered vehicles. For more information about eTec, please visit www.etecevs.com.

About ECOtality, Inc.

ECOtality, Inc. (OTC BB: ETLY), headquartered in Scottsdale, Ariz., is a renewable energy company that acquires and commercially advances clean electric technologies and applications. ECOtality aggressively accelerates the development of companies and technologies that address today’s global energy challenges. Through strategic acquisitions, partnerships and technology innovations, ECOtality strives to advance the market applicability of clean electric technologies to become accepted alternatives to carbon-based fuel technologies. For more information about ECOtality, Inc. please visit www.ecotality.com.

About Long Beach Airport

The Long Beach Airport (LGB), located in Long Beach, CA is the oldest municipal owned airport in California. Throughout its 85-year history, the Long Beach Airport has taken a leadership role in maintaining a sustainable environment. The Airport and its tenants and users are committed to operating in an environmentally responsible manner. We are committed to minimizing the impact of our business on the environment and surrounding community with methods that are socially responsible, scientifically based and economically sound. We make progress toward becoming as “green” an airport as possible each day we operate under this commitment. For more information about Long Beach Airport please visit www.lgb.org.

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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.