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Area Managers Added to EV Project

Phoenix – March 2, 2010 – **ECotality, Inc.** (OTCBB: **ETLE**), a leader in clean electric transportation and storage technologies announced today that its wholly-owned subsidiary, **eTec** (Electrical Transportation Engineering Corporation) has added area managers in Oregon, California and Tennessee. Along with the already-established offices in Arizona and Washington State, the company now has a solid presence in all five states involved in **The EV Project**, the largest rollout of electric-vehicle infrastructure in the United States.

David Mayfield joins the team as Area Manager for Oregon. Based in Portland, Mayfield will be the company's liaison to stakeholders and will oversee planning and deployment of EV charge infrastructure in Portland, Salem, Corvallis and Eugene. Mayfield has an extensive background in public planning and management of major projects throughout the Western United States.

Stephanie Cox will represent the company as Area Manager for Tennessee, with responsibility for implementation of The EV Project plans in Knoxville, Nashville and Chattanooga. Cox has had a long and distinguished career as an executive working in business development, project management, customer relationship management, and sales, handling major national and international clients.

Andrew Hoskinson will oversee the company's work as Area Manager in the San Diego area. A long-time resident of San Diego, Hoskinson has deep connections to the community, as well as to a wide variety of stakeholder groups. He has broad experience in marketing and management, and a track record of delivering projects on-budget and on-time.

Mayfield, Cox and Hoskinson have begun their new duties, rounding out the roster of area managers. Earlier this year, The EV Project announced the addition of Rich Feldman as its Pacific Northwest Area Manager, and Marc Sobelman as its Arizona Area Manager. Feldman served most recently as a senior policy advisor to the Mayor of Seattle. Sobelman joins the project with a lengthy professional history in sales, project management and marketing.

The EV Project began last October, jump-started by a federal stimulus grant of nearly \$100 million from the U.S. Department of Energy. The grant is funded through the American Recovery and Reinvestment Act (ARRA), with the goal of creating new jobs, preserving existing jobs, and rebuilding the economy. With a match from partners, **The EV Project** has a total value of more than \$200 million, and will support electric vehicles with home-base, commercial and public chargers.

For more information, please visit www.theevproject.com.

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.