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ECOtality to Develop EV Infrastructure Guidelines for British Columbia

ECOtality's eTec to create blueprint for BC Hydro to establish electric vehicle charge infrastructure

SCOTTSDALE, Ariz. – March 4, 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 it has been contracted by British Columbia Hydro and Power Authority (BC Hydro) to develop electric vehicle (EV) charging infrastructure guidelines for the planning, design and installation of charging infrastructure for plug-in electric vehicles. eTec's work for BC Hydro will result in a comprehensive blueprint that details the necessary actions and components for deploying electric vehicle charging infrastructure for a full range of charging scenarios.

"Establishing electric vehicle infrastructure guidelines is an essential first step in transforming the Province of British Columbia into a successful EV Micro-Climate that is equipped with the proper infrastructure and sensible policies to foster the market adoption of clean electric vehicles," stated Jonathan Read, president and CEO, ECOtality. "eTec's work for BC Hydro will provide a roadmap for how to responsibly prepare for and foster the mainstream introduction of electric vehicles throughout Vancouver and British Columbia."

The outcome of this contract will result in an industry blueprint for implementing infrastructure to support electric transportation and will provide standards and guidelines to streamline the task of installing the appropriate equipment for residential and fleet EV customers. These guidelines will be applicable to several charging scenarios, including:

- Single Detached Dwellings (with garage, carport, street parking, etc.)
- Multi-Family Dwellings
- Commercial Employee Parking
- Commercial Fleets
- Commercial Public Access
- Public/Curbside

eTec will provide extensive evaluation of existing codes and standards that apply within British Columbia and compare them to those set forth by the US National Electrical Code. This will help automobile companies, equipment

manufacturers and installers recognize the difference that may exist between the two nations. eTec will also assess the relative infrastructure requirements for various plug-in vehicle technologies to assist infrastructure installers in identifying the appropriate level of charging needed for the expected and desired charge periods. Additionally, eTec will work closely with BC Hydro to determine the utility interconnection requirements for grid-to-vehicle charging and vehicle-to-grid load management scenarios.

“This project allows BC Hydro to anticipate the potential introduction of clean electric vehicles throughout British Columbia,” said Bob Elton, president and CEO, BC Hydro. “By proactively determining the appropriate guidelines for EV charging infrastructure, BC Hydro is streamlining the process for consumer adoption of clean electric vehicles.”

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.