



ECOtality and Nissan Partner to Launch Electric Vehicles in Arizona's Pima County

ECOtality to work with Nissan & Pima Association of Governments (PAG) to establish the Tucson region as an EV Micro-Climate

SCOTTSDALE, Ariz. – March 6, 2009 – ECOtality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, today announced it has entered into a commitment with Nissan North America and Pima Association of Governments (PAG) to facilitate the establishment of electric vehicle (EV) charge infrastructure throughout Arizona's Pima County. In conjunction with the anticipated 2010 launch of Nissan's zero-emission electric vehicle, ECOtality will initiate its EV Micro-Climate program in the Tucson region to promote sensible policies, intelligent deployment of charge infrastructure, and strong public awareness to foster the successful consumer adoption of grid-connected electric vehicles.

"Given ECOtality's strong experience with EV infrastructure and familiarity with the transportation and political environment in Arizona, ECOtality is uniquely positioned to assist Nissan and PAG in implementing the proper policies and physical infrastructure necessary for a seamless consumer transition to electric vehicles," said Jonathan Read, president and CEO, ECOtality. "Working with relevant stakeholders, from policymakers to utilities, ECOtality will utilize our extensive EV installation history to ensure the implementation of charging infrastructure is done properly and efficiently, while minimizing the cost to public and private sector participants."

ECOtality, PAG and Nissan have committed to work together to establish an EV Micro-Climate Working Group in Pima County that will unite strategic regional organizations to help streamline the roll-out of charge infrastructure and public launch of grid-connected vehicles. In conjunction with these efforts, Nissan has committed to make available a supply of electric vehicles to the region's public and private fleets in 2010, the year Nissan's electric vehicle will be ready for the commercial market.

"This partnership represents a major step toward making zero emissions a reality in the Tucson Metro Area," said Dominique Thormann, senior vice president, administration and finance, Nissan North America. "The Tucson area long has been a leader in advanced technology and sustainability planning. We are looking forward to working with our partners in fostering the development and acceptance of electric vehicles as a smart, environmentally sound choice."

While the implementation of public charge infrastructure is planned to support the launch of Nissan's zero-emission vehicle, public charging stations in the Tucson region will meet all EV charge system standards (including the SAE J1772 Electric Vehicle Conductive Charge Coupler Specifications) to be universally compatible with new grid-connected vehicles of other major automakers.



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"PAG and our Clean Cities Program are excited to partner with ECOtality and Nissan on this initiative to make the Tucson region an EV Micro-Climate and promote zero emission vehicles in Arizona," said Colleen Crowninshield, manager of PAG's Clean Cities Program. "Through physical infrastructure deployments and streamlined installation processes, the Tucson region will be an attractive launch market not just for Nissan's electric vehicle, but all grid-connected vehicles."

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.

About Nissan North America

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program 2010, whose key priorities are reducing CO2 emissions, cutting other emissions and increasing recycling. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.NissanUSA.com and www.infiniti.com.

About Pima Association of Governments

Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. Please visit www.PAGnet.org for more information.

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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.

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