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## EV Project Hosts First Phoenix Stakeholder Gathering

Phoenix – March 9, 2010 – [ECOtality, Inc.](#) (OTCBB: [ETLE](#)), a leader in clean electric transportation and storage technologies, announced today that stakeholders in the Phoenix area have met for the first time for an in-depth discussion of [The EV Project](#) and its implementation in Arizona.

In August 2009, eTec (Electric Transportation Engineering Corporation), a wholly-owned subsidiary of ECOtality, was awarded 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 jump-starting the economy.

The \$100 million DOE grant is facilitating The EV Project, the largest rollout of electric-vehicle infrastructure in the United States. 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 in major markets in five states: Arizona (Phoenix & Tucson metropolitan areas), Washington (Seattle area), Oregon (Portland, Salem, Corvallis and Eugene), California (San Diego) and Tennessee.

The first Phoenix stakeholders meeting brought together representatives of major utilities including APS and SRP; regional governments and government organizations, including the Maricopa Association of Governments, and the cities of Phoenix, Mesa and Glendale; Arizona State University's Global Institute of Sustainability; and representatives of groups also committed to promoting the success of clean, sustainable fuels, including Valley Forward, the Valley of the Sun Clean Cities Coalition and the Electric Auto Association. The group was introduced to the EV Micro Climates© planning process, which will be used in all The EV Project markets. The group's input is essential to successful development of Deployment Guidelines for the project; those Guidelines will be finalized and ready to use by the end of March, and will lay out the process for planning, siting, permitting and installing charge stations. The next steps will involve workshops for stakeholders, as well as public education about electric vehicle charging infrastructure and how it will work.

For more information about The EV Project, please visit [www.theevproject.com](http://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](http://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.