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ECotality, Inc. to Present at The Roth Capital Partners 22nd Annual OC Growth Stock Conference

Company to Present on Wednesday, March 17 at 8:30a.m. (PDT)

Phoenix – March 11, 2010 – ECotality, Inc. (OTCBB: ETLE), a leader in clean electric transportation and storage technologies announced today that the Company will be presenting at the [Roth Capital OC Growth Stock Conference](#) on Wednesday, March 17, 2010 at 8:30 a.m. (PDT) in Laguna Niguel, California.

Jonathan Read, ECotality's President and Chief Executive Officer, will provide an update on the Company's involvement in the largest-ever deployment of Electric Vehicles and infrastructure. Mr. Read will also discuss details pertaining to ECotality's joint venture in China, Shenzhen Goch Investment and their partner's attainment of a credit facility agreement with China Construction Bank for a credit line that will provide access to \$300 million of the credit facility to ECotality China for product financing of ECotality's networked electric vehicle (EV) charging systems.

There will be a corresponding webcast of the presentation, which can be accessed by visiting: <http://www.wsw.com/webcast/roth23/cris/>. For more information about ECotality, please visit www.ecotality.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.