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ECOtality's eTec Completes Minit-Charger Integration

Signals successful consolidation of operations; rebrands existing eTec SuperCharge technology as Minit-Charger products

SCOTTSDALE, Ariz. – March 18 , 2008 – Electric Transportation Engineering Corporation (eTec), a wholly owned subsidiary of ECOtality, Inc. (OTC BB: ETLY), a renewable energy company that acquires and commercially advances clean electric technologies and applications, today announced it has completed its integration of Minit-Charger. Effective immediately, the *eTec SuperCharge* line of fast-charging systems for airport ground support equipment, neighborhood electric vehicle operations, marine and transit applications will operate under the *Minit-Charger* brand. The *Minit-Charger* line of battery fast charging systems was acquired by ECOtality in December 2007 and is operated through its subsidiary, eTec.

"Following our recent expansion, we have focused on efficiently integrating and capitalizing on the synergies of our subsidiary companies to streamline operations and lay the foundation for aggressive growth," said Jonathan Read, president and CEO, ECOtality. "With the consolidation of Minit-Charger engineering, manufacturing and sales under eTec and the rebranding of all battery charging products under the Minit-Charger brand we have successfully integrated Minit-Charger into eTec within 100 days."

The Minit-Charger line of fast battery charging systems enables a more environmentally-friendly, energy- and cost-efficient means to recharge mobile material handling, airport ground support, neighborhood electric vehicles, marine and transit applications. Minit-Charger is a clean battery fast-charging system that emits no harmful emissions and eliminates the need for petroleum-based fuels or traditional battery swapping processes. With 10 patents filed in the U.S., the underlying Minit-Charger technology is also well-suited for alternative fuel transportation applications, including plug-in hybrid and electric vehicle charging infrastructure.

"This rebranding is a natural evolution of our objectives to provide comprehensive fast charging solutions that our customers can trust," said Don Karner, president and CEO of eTec. "Unifying all of our fast charging technologies and operations under the Minit-Charger name leverages its strong brand recognition and allows us to better focus our sales and marketing efforts."

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 equipment and fueling stations for electric and hydrogen powered vehicles. For more information about eTec, please visit www.etecevs.com.

About ECOtality, Inc.

ECOtality, Inc. (OTC BB: ETLY), headquartered in Scottsdale, Ariz., is a renewable energy company that acquires and commercially advances clean electric technologies and applications. ECOtality aggressively accelerates the development of companies and technologies that address today's global energy challenges. Through strategic acquisitions, partnerships and technology innovations, ECOtality strives to advance the market applicability of clean electric technologies to become accepted alternatives to carbon-based fuel technologies. 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.