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ECOtality Hosts Maricopa County EV Forum

TEMPE – Monday, May 17, 2010 – ECOtality, Inc. (OTCBB: [ETLE](#)), a leader in clean electric transportation and storage technologies, announced today that it will host a public discussion of The EV Project on Tuesday May 18th, starting at 1:00 p.m.

The discussion will cover details of The EV Project, the largest-ever rollout of electric-vehicle charge infrastructure, and will seek input on possible locations for charging stations in the Phoenix area. The EV Project was created last year, when ECOtality North America received a stimulus grant of \$99.8 million from the U.S. Department of Energy through the American Recovery and Reinvestment Act (ARRA), matched by partners for a total project value of nearly \$200 million. With the assistance of more than forty partners, The EV Project will deliver 4,700 Nissan zero-emission LEAF vehicles and a total of over 11,000 residential and commercial chargers to target markets in five states, including the Phoenix and Tucson areas. The mission of the Project is to evaluate the use of electric vehicles and charging systems in diverse geographies and climates, then use that information to build a foundation that will optimize adoption of electric vehicles nationwide.

The forum details are as follows:

DATE: Tuesday, May 18, 2010
TIME: 1:00 – 3:00 p.m.
LOCATION: Nina Mason Pulliam Rio Salado Audubon Center
3131 South Central Avenue, Phoenix

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: [ETLE](#)), headquartered in Tempe, 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.