

Press Contacts

Media Relations:

Blanc & Otus Public Relations for ECOtality

Lisa Goodwin

lgoodwin@blancandotus.com

(415) 856-5113

Investor Relations:

Alliance Advisors for ECOtality

Thomas Walsh

twalsh@allianceadvisors.net

(212) 398-3486

ECOtality, Inc. Announces Revenue of \$2.8 Million for First Quarter 2008

- *Exceeds management's previous revenue guidance by 22%*
- *Completes Integration of all subsidiaries*
- *Total assets of \$10.1 million*

SCOTTSDALE, Ariz.-- ECOtality, Inc. (OTCBB: ETLY), a renewable energy company that acquires and commercially advances clean electric technologies and applications, today announced revenue for the first quarter ended March 31, 2008, of \$2.8 million. This represents ECOtality's highest single quarter of revenue and is approximately \$500,000 higher than management's previously stated guidance of \$2.3 million. The overall revenues include the first full quarter of earnings for all ECOtality subsidiaries, including the recent acquisitions of Electric Transportation Engineering Corporation (eTec), Minit-Charger and Innergy Power Corporation.

"Our strong first quarter results provide us with a stable platform for continued organic growth and increasing revenues," said Jonathan Read, president and CEO, ECOtality. "In the first quarter, we successfully completed the integration of all subsidiaries and achieved an all-time high in revenue as we transitioned into to a revenue generating company. As the sales and revenues of our subsidiaries have historically experienced steady and continual growth each quarter, we are confident about the direction of the company and expect to be cash flow positive this year."

KEY OPERATIONAL HIGHLIGHTS FOR 2008

- Electric Transportation Engineering Corporation (eTec) announced it will conduct baseline and fleet testing on two 2008 Chevrolet Tahoe Hybrid vehicles for the Department of Energy's Advanced Vehicle Testing Activity (AVTA). The AVTA is part of the Department of Energy's FreedomCAR & Vehicle Technologies Program and is conducted by the Idaho National Laboratory (INL).
- The Company unveiled the eTec Hydrogen Internal Combustion Engine (HICE) Silverado truck in Aiken, South Carolina. Purchased by the Center for Hydrogen Research, the eTec HICE Silverado is the first hydrogen vehicle to be registered in South Carolina and will be used to publicly demonstrate the viability of using hydrogen in transportation.

KEY OPERATIONAL HIGHLIGHTS FOR 2008 (continued)

- ECOtality completed the integration of Minit-Charger and announced that 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.

ACQUISITION INTEGRATION UPDATE

ECOtality's integration of Fuel Cell Store, Innergy Power, eTec and Minit-Charger is substantially complete. All operations of Fuel Cell Store have been consolidated into the Innergy Power facility in San Diego, California. eTec, which operates Minit-Charger, has consolidated all operations into eTec's Phoenix, Arizona headquarters, except for the manufacturing and assembly of Minit-Charger products, which has been consolidated to Low & High Power Group Inc. of Mississauga, Ontario. eTec has also completed the rebranding of all fast-charge products, including the eTec SuperCharge system, under the Minit-Charger brand.

2008 FIRST QUARTER RESULTS

Revenue for the first quarter ended March 31, 2008 was \$2.8 million, compared to \$0 revenue for the period ended March 31, 2007. Gross profit for the first quarter 2008 was \$1.2 million compared to \$0 in the previous year. As of March 31, 2008, ECOtality had total assets of \$10.1 million, an increase of 53% compared to total assets of \$6.6 million at March 31, 2007. The increase in revenue and total assets were a result of the recent fully integrated acquisitions.

Operating loss for the quarter ended March 31, 2008 was \$1.4 million, an improvement of 50% when compared to the operating loss of \$2.8 million for the same period in 2007. Net loss for the first quarter ended March 31, 2008 was \$2.0 million, an improvement of 65% compared to the net loss of \$5.7 million for the quarter ended March 31, 2007. Loss per share was \$.02 per share, an improvement of 60% when compared to the loss per share of \$.05 for the same period in 2007. General and administrative expenses totaled \$2.4 million for the first quarter 2008, when compared with \$.5 million the same period 2007. These results are consistent with our transition from a developmental stage company to a revenue generating company.

"Through our strategic acquisitions, we have created a diversified portfolio of clean electric technologies that minimize our market risk, provide strong revenues and positions us for continued expansion in rapidly growing market segments," continued Mr. Read. "Management will continue to focus on organic growth, synergistic acquisitions, and the optimization of operations in order to increase profit margins. We believe these efforts will improve bottom-line results and ultimately increase shareholder value."

Shareholder Conference Call

Management will host a conference call with the investment community on May 20, 2008 at 4:15 p.m. Eastern time. Interested parties may participate in the conference call by dialing 800-762-8795 or 480-629-9039 for international callers. Please call 5 to 10 minutes prior to 4:15 p.m. When prompted, ask for the "ECOtality First Quarter Earnings Conference Call." A telephonic replay may be accessed approximately two hours after the call through May 27, 2008, by dialing 800-406-7325 or 303-590-3030 for international callers and entering the replay access code 3879733. The teleconference will be webcast simultaneously on the ECOtality website at www.ecotality.com/investors.



About ECOtality, Inc.

ECOtality, Inc. (OTCBB: 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.