

ECotality, Inc. to Host Shareholder Update Conference Call on May 20, 2008

SCOTTSDALE, Ariz. – May 20, 2008 – ECotality, Inc. (OTC BB: ETLY), a renewable energy company that acquires and commercially advances clean electric technologies and applications, announced that the Company will host a shareholder update conference call on Tuesday, May 20, 2008. Jonathan Read, President and CEO of ECotality, Barry Baer, CFO of ECotality, Don Karner, President and CEO of eTec, and Darrell Musick, President and CEO of Innergy Power, will host the conference call with the financial community at 4:15 p.m. (EDT). The call will discuss the Company's first quarter 2008 financial results and provide an update on general business developments.

Interested parties may participate in the conference call by dialing (800) 762-8795 or (480) 629-9039 if calling internationally. Please call 5 to 10 minutes prior to 4:15 p.m. When prompted, ask for the "ECotality First Quarter Earnings Conference Call" and enter passcode 3879733. Approximately two hours after the call, a playback will be available until June 3, 2008. To listen to the playback, please call (800) 406-7325 or (303) 590-3030 if calling internationally. Please use the passcode 3879733 for replay.

This call is being webcast by ViaVid Broadcasting and can be accessed at ECotality's website at www.ecotality.com/investors. The webcast may also be accessed at ViaVid's website at <http://www.viavid.net>. The webcast can be accessed through June 3, 2008 on either site. To access the webcast, you will need to have the Windows Media Player on your desktop. For the free download of the Media Player, please visit: <http://www.microsoft.com/windows/windowsmedia/en/download/default.asp>

About ECotality, Inc.

ECotality, Inc. (OTC BB: ETLY), headquartered in Scottsdale, Ariz., is a technology innovator that leverages global R&D resources to develop and commercialize renewable energy technologies, specifically aimed at addressing today's global energy challenges. Through strategic partnerships, ECotality applies scientific knowledge and creates proprietary green energy technologies.

ECotality is focused on bringing innovative eco-friendly concepts to practical commercialization through the acquisition, partnership and development of early stage renewable energy technologies. With strategic partnerships and an aggressive developmental model, the company strives to accelerate the market applicability of clean technologies to become accepted alternatives to carbon-based fuel technologies. For more information about ECotality, Inc. please visit www.ecotality.com.

Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the



A renewable energy development company

www.ecotality.com

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.

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