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ADVISORY

ECOtality Begins Trading On NASDAQ Today

New Ticker Symbol:ECTY

TEMPE – Thursday, May 20, 2010 – [ECOtality, Inc.](http://www.ecotality.com) (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, will begin trading its common stock on the NASDAQ Capital Market today.

ECOtality's new ticker symbol is NASDAQ:ECTY.

For more information about ECOtality, please visit www.ecotality.com.

About ECOtality, Inc.

ECOtality, Inc. (NASDAQ:ECTY), 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.