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ECotality to Unveil New Smart Charger Design at Plug-In 2010

SAN FRANCISCO – Thursday, July 22, 2010 – ECotality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today the company will unveil its home and commercial Level 2 electric vehicle charging systems at Plug-In 2010 during a press conference July 27th at 9:45 a.m. at the ECotality booth (#420). The chargers—designed by the global innovation firm **frog design**—will be on public display for the first time at Tuesday's press conference.

ECotality CEO Jonathan Read and Don Karner, President of ECotality North America, will discuss how the company's smart chargers will lead the transition to electric vehicles. Paul Bradley, Executive Creative Director for frog design will speak alongside ECotality on the charging station's sophisticated design and infrastructure advancements.

ECotality North America will begin deployment this year as part of **The EV Project**, a public-private partnership to install nearly 15,000 charging stations in 16 cities across six U.S. states as well as the District of Columbia. The \$230 million EV Project is partially funded by the U.S. Department of Energy through a federal stimulus grant of \$114.8 million.

For a link to the live webcast of ECotality's press conference, contact ecotality@antennagroup.com.

WHAT: The unveiling of ECotality's new Level 2 chargers

DATE: Tuesday, July 27, 2010

TIME: 9:45 – 10:05 a.m. Pacific

LOCATION: Plug-In 2010, Booth #420
San Jose McEnery Convention Center
150 W. San Carlos Street
San Jose, CA 95113-2005

About ECotality, Inc.

ECotality, Inc. (NASDAQ:ECTY), headquartered in San Francisco, California, 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.

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.