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## **ECOtality North America's Kevin Morrow to Speak at Plug-In 2010**

**SAN FRANCISCO – Tuesday, July 27, 2010 – ECOtality, Inc.** (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today that Kevin Morrow, Executive Vice President and Co-Founder of **ECOtality North America**, will join a panel discussion on the scaling up of electric vehicles and related infrastructure at Plug-In 2010 in San Jose. The panel will take place on Wednesday, July 28 at 10:30 a.m.

**Plug-In 2010** is an international conference covering the latest technological advances, market research, policy initiatives and the commercialization of electric transportation. Wednesday's panel follows the launch of ECOtality's **Blink** residential and commercial charger systems, which will begin deployment this year as part of **The EV Project**, a public-private partnership partially funded by the U.S. Department of Energy to create and test robust electric vehicle-charging environments.

**WHO:** Kevin Morrow, ECOtality North America  
Lizabeth Ardisana, THINK North America  
Brian McBeth, Daimler AG

**WHAT:** Plug-In 2010 panel "Scaling Up" featuring ECOtality North America's executive vice president Kevin Morrow

**DATE:** Wednesday, July 28

**TIME:** 10:30 a.m. – 12 p.m. Pacific

**LOCATION:** San Jose McEnergy 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](http://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



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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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