

Media:

Caitlin Cieslik-Miskimen
Antenna Group for ECOtality
caitlin@antennagroup.com
(415) 977-1922

Investor Relations:

Alliance Advisors for ECOtality
Thomas Walsh
twalsh@allianceadvisors.net
(212) 398-3486

ECOtality Announces Partnership with Roush for Manufacturing of Blink Chargers

SAN FRANCISCO – Wednesday, July 28, 2010 – ECOtality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today Roush Manufacturing – a global powerhouse in cutting-edge product development, composition, creation and testing – will manufacture ECOtality's line of Blink home and commercial electric vehicle chargers.

"Roush has already been hard at work creating the tooling to build our prototypes and the first Blink chargers," said ECOtality President and CEO Jonathan R. Read. "Their attention to detail and automotive OEM (original equipment manufacturer) quality is legendary. They've spent hundreds of hours with our engineers understanding everything from how the Blink networked communications system functions to finding the right way to position the antenna. Now, as we move from prototypes to full-on manufacturing, we are delighted that Roush will continue as our valued partner."

"We are proud to have had the opportunity to partner with ECOtality in bringing the Blink chargers to market," said Roush COO Doug Smith. "ECOtality had a very clear vision for the project and an acute understanding of the public's needs, which allowed us to effectively leverage our design and engineering expertise. The end result is a truly innovative, outstanding product that will provide drivers an easy and efficient way to recharge their electric vehicles."

The designs of the Blink Level 2 home and commercial chargers were unveiled earlier this week. The sleek, sculptural unit boasts a bright, interactive, networked touch screen that will allow EV drivers to choose the most convenient time to charge and to program the device to charge when rates are lowest, saving consumers time and money.

ECOtality North America President Don Karner added, "In Blink, we have designed a charger that is simply smarter. It is easy to use and will help drivers make the simple, intuitive switch to electric driving and a Blink lifestyle. Roush's expertise in converting the Blink design into a manufactured product is instrumental to achieving our most important goal: the widespread adoption of electric vehicles in the U.S. and worldwide."

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

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



www.ecotality.com

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.

###