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ECOtality's eTec Launches New Minit-Charger SC Fast-Charger

eTec's new Minit-Charger Model "SC" for material handling applications is lighter, smaller and cost-efficient

SCOTTSDALE, Ariz. – July 29, 2008 – Electric Transportation Engineering Corporation (eTec), a wholly owned subsidiary of ECOtality, Inc. (OTC BB: ETLY), a renewable energy company that acquires and commercially advances clean electric technologies and applications, today announced it has received Underwriter's Laboratories Inc. (UL) approval for their new line of Minit-Charger SC battery fast-charge systems and will begin shipping these chargers on August 1, 2008. Utilizing Minit-Charger's patented advanced algorithm technology, the SC Charger is a lighter, compact and a more cost-effective fast-charging system that serves a variety of material handling equipment applications.

"As the Minit-Charger SC system is economically priced and requires minimal space, the SC Charger line enhances our product portfolio and improves our strong position in the fast-charging market," said Don Karner, president and CEO of eTec, parent company of Minit-Charger. "The SC Charger can be used with almost all material handling equipment batteries, eliminates the need for expensive and cumbersome lift truck modifications, and provides the fastest charge rates compared to any other charging system. As the underlying fast-charge technology has a variety of applications in other industries, including on-road electric vehicles, the launch of the SC Charger opens up new market sectors that will accelerate the mainstream adoption of clean electric fast-charging systems for material handling and other industries."

The SC Charger is a high-frequency, single-connector charger designed for medium and heavy duty applications. Providing up to 250 amps of output, the SC Charger can fast-charge battery systems of 36 volts or lower four times faster than convention charger. The SC Charger features a light and compact design that allows for the system to be pole or wall mounted in order to save valuable floor space and allows better cable management. The SC Charger also features advanced data collection capabilities, including the patented Minit-TrakTM fleet and system data management system, which provides the most comprehensive performance evaluation of a battery's state-of-health and state-of-charge and automatically adjusts its charging rates to increase and maximize battery life.

eTec, a wholly owned subsidiary of ECOtality, is a recognized leader in the research, development and testing of advanced transportation energy systems and infrastructures. Committed to commercially advancing clean electric technologies with clear market advantages, eTec manufactures and provides battery fast charge systems and fueling stations for electric and hydrogen powered vehicles. For more information about eTec or Minit-Charger, please visit www.etecevs.com or www.minit-charger.com.

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: ETLY), headquartered in Scottsdale, Ariz., 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.