

**Media:**

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

**Investor Relations:**

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

## ECOtality Applauds California Electric-Car Charging Decision

### Encourages Innovation and Fair Competition

**SAN FRANCISCO – Friday, July 30, 2010 –** [ECOtality, Inc.](http://www.ecotality.com) (NASDAQ:[ECTY](http://www.nasdaq.com)), a leader in clean electric transportation storage technologies, has expressed its support for a [decision](#) by the California Public Utilities Commission (CPUC) determining that companies which sell electric vehicle charging services to the public will not be regulated as public utilities.

ECOtality President and CEO Jonathan R. Read praised the decision. "This is very good news for consumers because it allows businesses to compete and where there is competition, prices are lower and product quality improves. While we believe electric vehicle infrastructure can be viable in diverse utility regulatory settings, we value an open, innovative business environment, and are gratified to see California's regulators are supportive of that position."

At issue was whether suppliers of electric vehicle chargers, also known as EVSE (electric vehicle supply equipment), should be regulated in the same way as the public utilities that generate and sell electricity. EVSE units interface with the electrical grid allowing access to electricity, as well as providing other consumer services.

The CPUC decision was unanimous. The Commission specifically retained for itself the right to consider and regulate other issues related to electric vehicles and chargers, including those of public safety, metering, home installation and rates.

ECOtality unveiled its Blink brand Level 2 residential and commercial electric vehicle charging systems earlier this week, and will unveil its fast-charging unit later this year.

#### **About ECOtality, Inc.**

ECOtality, Inc. (NASDAQ:[ECTY](http://www.nasdaq.com)), 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 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.