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ECOtality's eTec Appoints New Director of Business Development

Thomas Quinn, former AeroVironment National Sales Manager, appointed Director of Business Development for eTec's growing Energy and Transportation Business Sectors

SCOTTSDALE, Ariz. – August 4, 2008 – SCOTTSDALE, Ariz. – August 4, 2008 – Electric Transportation Engineering Corporation (eTec), a wholly owned subsidiary of ECOtality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, today announced Thomas Quinn, previously the National Sales Manager at AeroVironment, has joined its management team as the Director of Business Development. At eTec, Mr. Quinn will focus on accelerating the market share of eTec's current product lines, advancing eTec's position in the plug-in hybrid electric vehicle (PHEV) market and will pursue new business opportunities in the energy and transportation sectors.

"With over 15 years of sales and marketing experience in the battery and battery charging industry, Mr. Quinn is an experienced sales manager that will provide eTec with a wealth of industry knowledge and insight to further enhance our market position," said Don Karner, president and CEO, eTec. "As we continue to grow and expand our Minit-Charger division of battery fast chargers for other applications, including the rapidly emerging on-road electric vehicle industry, we are confident that Mr. Quinn will provide the experienced brand management, strategic oversight and sales capabilities that will increase our bottom line and enhance our market share."

Mr. Quinn joins eTec from AeroVironment where he served as National Sales Manager for the PosiCharge division of battery chargers. In his previous role at Aerovironment, Mr. Quinn managed all sales of their PosiCharge division, was responsible for all business on the distributor level and large national accounts, and devised and executed marketing programs and strategic planning initiatives to increase sales and brand value. Previously, Mr. Quinn served as Regional and National Account Manager for Douglas Battery Manufacturing, was the Florida Area Manager for GNB Technologies, and was General Manager of National Battery, Inc. Mr. Quinn graduated from the University of Dayton with a bachelor's degree in business management.

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, please visit www.etecevs.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.