

MEDIA ADVISORY

eTec Maps Road to Electric Vehicle Success

Company Co-Founder to Join Panel at "Plug-In 2009"

August 12, 2009 – Kevin Morrow, Executive Vice President and Co-Founder of Electric Transportation Engineering Corp (eTec), a subsidiary of ECOtality, Inc. (OTCBB: ETLY) will headline a panel discussion on the leading-edge future of battery electric vehicles and infrastructure tomorrow at the second annual Plug-In 2009 convention in Long Beach, California. ECOtality's eTec was, just last week, chosen by the U.S. Department of Energy to implement the largest transportation electrification program in history through a \$99.8 million grant.

Plug-In 2009 is an international conference on the latest technological advances, market research and policy initiatives shaping the future of plug-in hybrid and electric transportation.

Who: Kevin Morrow, Executive Vice President and Co-Founder, eTec
David Patterson, Mitsubishi Research and Design America
Mike Tinskey, Ford Motor Company
Moderator: Elise Keddie, California Air Resources Board

What: eTec's Kevin Morrow participates in electric vehicle panel discussion at Plug-In 2009 convention

When: Thursday, August 13, 2009
8:30 a.m. – 10:00 a.m.
Where: Long Beach Convention Center
300 E. Ocean Blvd.
Room 101
Long Beach, California 90802

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: ETLY), headquartered in Scottsdale, Arizona, 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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Press Contacts

Media Relations:
Colin Read
cread@ecotality.com
(480) 219-5005

Investor Relations:
Thomas Walsh
twalsh@allianceadvisors.net
(212) 398-3486