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ECOTality to Host Shareholder Update Conference Call on August 17, 2010

SAN FRANCISCO – Tuesday, August 17, 2010 – ECOTality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, a leader in clean electric transportation and storage technologies, announced today the Company will host a conference call with the investment community on Tuesday, August 17, 2010 at 4:30 PM EDT. The call will discuss the financial results and operational updates for the Second Quarter 2010 and financial year to date for the period ended June 30, 2010.

Interested parties may participate in the conference call by dialing 1-877-941-1428 or 1-480-629-9665 for international callers. Please call 5 to 10 minutes prior to 4:30 PM (EDT). When prompted, ask for the "ECOTality Shareholder Update and Second Quarter Ended June 30, 2010 Financial Results Call." A telephonic replay may be accessed approximately two hours after the call, through August 24, by dialing 1-877-870-5176 or 1-858-384-5517 for international callers and entering the replay access code 4352260. The teleconference will be webcast simultaneously on the ECOTality website at www.ecotality.com/investors.

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 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.

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