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ECOtality President and CEO to Present at 2010 ROTH Fall Conference

MAUI, HI – Wednesday, September 1, 2010 – ECOtality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today that Jonathan Read, CEO and President of ECOtality, will join a China Energy panel discussion at the 2010 ROTH Fall Conference in Maui, Hawaii. The panel will take place on Friday, September 3, 2010 at 9:30 AM HST and will provide an update on the company's activities and discuss the leading role China will play in electric transportation.

The ROTH Fall Conference will feature corporate-level executives from over fifty companies selected by ROTH research analysts and institutional clients to highlight compelling investment opportunities across the US and China for a variety of industries. In September 2009, ECOtality expanded into China and Southeast Asia and executed definitive agreements for the formation of ECOtality China, a joint venture with Shenzhen Goch Investment to manufacture and distribute electric vehicle charging stations. ECOtality China recently received a \$300M credit facility to manufacture and distribute charging systems to utilities, governments and major commercial and retail clients in global markets.

WHO: Jonathan Read, CEO and President of ECOtality

WHAT: 2010 ROTH Fall Conference panel "China Energy"

DATE: Friday, September 3, 2010

TIME: 9:30 – 10:45 AM Hawaii Standard Time

LOCATION:

Grand Wailea Resort Hotel at the Haleakala Ballroom
3850 Wailea Alanui Drive
Wailea, Maui, HI 96753

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.