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MEDIA ADVISORY

ECOtality to Present at Rodman & Renshaw Annual Global Investment Conference on September 10, 2009

New York City – September 9, 2009 – ECOtality, Inc. (ETLY), a leader in clean electric transportation and storage technologies, today announced its CEO Jonathan Read will present at the Rodman & Renshaw Annual Global Investment Conference as part of its Cleantech Track. ECOtality's subsidiary, eTec, was recently awarded \$99.8 million from the U.S. Department of Energy and another \$8 million from the California Energy Commission to implement the largest transportation electrification project in history. Read will provide an overview of ECOtality and its subsidiary, eTec, and discuss this Project and the impact electric transportation will have on businesses, consumers and America.

Details for ECOtality's presentation are as follows:

Date: Thursday, September 10, 2009
Time: 10:00 a.m. to 10:25 a.m. in Kennedy Salon II (4th Floor)
Location: New York Palace Hotel
455 Madison Avenue
New York, NY 10022

ECOtality CEO, Jonathan Read, will be available for media interviews after the presentation.

More information about the Rodman & Renshaw Conference can be found at: <http://www.rodm.com/conferences>.

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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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.