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ECOtality North America's Kevin Morrow to Speak at EV 2010 VÉ

VANCOUVER, BRITISH COLUMBIA – Monday, September 13, 2010 – ECOtality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today that Kevin Morrow, Executive Vice President and Co-Founder of ECOtality North America, will present during a session discussing the preparation and readiness of infrastructure for electric vehicles (EV) at EV 2010 VÉ in Vancouver. The session will take place on Wednesday, September 15, at 8:30 AM PDT.

In front of representatives and executives from auto industry leaders, OEMs and key policymakers, Morrow will discuss ECOtality's infrastructure planning and deployment. Recently, the company revealed the blueprint for 425 miles of EV freeway in Tennessee, and previously completed the EV infrastructure planning documents for Vancouver and San Diego.

As the project manager for [The EV Project](#), the world's largest construction of EV infrastructure, ECOtality North America is overseeing the installation of approximately 15,000 electric vehicle charging stations in 16 cities across six U.S. states, as well as the District of Columbia. The \$230 million public-private initiative is funded in part with a \$114.8 million grant from the U.S. Department of Energy (DOE), funded by the American Recovery and Reinvestment Act (ARRA).

WHO: Kevin Morrow, ECOtality North America
Arne Elias, Elias Consulting, Victoria
Serge Roy, CHAdeMO Association
Harry Zervos, IDTechEx

WHAT: "Infrastructure Readiness for EV's – The International Perspective" at EV 2010 VÉ

DATE: Wednesday, September 15, 2010

TIME: 8:30 – 10:00 AM PDT

LOCATION: Sheraton Vancouver Wall Center
1088 Burrard Street
Vancouver BC



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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