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ECOTality North America President to provide update on EV Project at the Climate Policy and West Coast Transportation Conference

SAN FRANCISCO – Thursday, September 16, 2010 – ECOTality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, today announced that Don Karner, President of ECOTality North America, will discuss [The EV Project](#) during a session focused on electric vehicle (EV) infrastructure initiatives at the Climate Policy and West Coast Transportation Conference at Stanford University. Karner will be joined by representatives from the U.S. Department of Energy and EV Project partners. The session will take place on Friday, September 17, 2010 at 1:15 PM PDT.

The Climate Policy and West Coast Transportation Conference is presented by the West Coast Corridor Coalition, a joint effort formed with representatives of the states of Alaska, California, Oregon and Washington to create transportation solutions. The conference brings together leading federal and state policy makers, utilities, environmental organizations and alternative fuel advocates. Karner will discuss ECOTality's EV infrastructure planning and deployment progress within [The EV Project](#) regions.

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: Don Karner, ECOTality North America
Lee Slezak, U.S. Department of Energy
Andrew Martin, San Diego Association of Governments
Tim Murphy, Idaho National Laboratory

WHAT: "The U.S. Department of Energy EV Infrastructure" at the Climate Policy and West Coast Transportation Conference

DATE: Friday, September 17, 2010

TIME: 1:15 – 2:15 PM PDT

LOCATION: Stanford University
450 Serra Mall
Stanford, CA 94305



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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