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ECotality CEO Featured on CNN Money

Jonathan Read Discusses \$100 Million Grant for Transportation Electrification Project and its Impact on America

SCOTTSDALE, AZ – September 29, 2009 – Jonathan Read, President and CEO of ECotality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, recently appeared on CNNMoney.com in an interview about the \$100 million grant ECotality's subsidiary, Electric Transportation Engineering Corp. (eTec), received from the U.S. Department of Energy to undertake the largest deployment of electric vehicles (EVs) and charging infrastructure in history.

Read discussed how the lessons learned from this Project will pave the way for expansion of a nationwide charging station network for electric vehicles. We will be putting out charge stations in five states and 13 cities that will allow people to have the freedom to charge their vehicles at home, in the office and where they work and play, said Jonathan Read, president and CEO, ECotality. We feel that having a rich charging infrastructure is absolutely essential to the success of electric vehicles. We will be putting in infrastructure in 2010, the vehicles will be rolling out in late 2010, and you are going to see electric vehicle, in mass, on the road in 2011.

When discussing the flexible charge options consumers will have and the range of the Nissan LEAF, Read highlighted the fact that the majority of Americans travel less than 30 miles per day and pointed out that the eTec Project will include electric vehicles with range of 100 miles that is quite sufficient for most consumers.

Read also discussed the economic impact this project will have on America. Commenting on the estimated 5,500 new jobs the eTec Project will create from the rollout of the charge infrastructure and in support of the rollout of the Nissan LEAF, Read said, "This is an all American project all about jobs."

To access this interview or to learn more about the Project, please visit www.ecotality.com.

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.