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## ECOTality expands EV infrastructure plan for Oregon, adds PacifiCorp as EV Project partner

**Newly announced Blink Network locations in Ashland and Medford strengthens the state's EV infrastructure along the I-5 corridor**

**MEDFORD, Ore. – Wednesday, September 29, 2010 – ECOTality, Inc.** (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, today announced the expansion of The EV Project to Southern Oregon. Alongside Oregon Gov. Ted Kulongoski, ECOTality outlined charging station additions in the Ashland and Medford areas. The announcement is a significant landmark for ECOTality, project manager for [The EV Project](#), as well as residents of Oregon.

ECOTality worked closely with its Oregon Advisory Team and area stakeholders—including Pacificorp, the newest EV Project partner—to complete deployment guidelines and develop maps showing potential charging site locations and density. The maps were created using criteria developed during the Micro-Climate™ process and take into consideration a variety of factors, including transportation routes, employment centers and zoning.

Concurrently, Governor Kulongoski will announce that the state will extend the system of I-5 corridor fast chargers from Eugene south to the California border creating a system of electric vehicle (EV) charging stations along the entire length of Interstate 5 in Oregon.

"Oregon is leading the West Coast in the adoption of EV infrastructure," stated Jonathan Read, CEO of ECOTality, Inc. "With this announcement, residents will be able to travel the entire state of Oregon, from the Washington border in the north to the California border in the south, and can rely on the EV infrastructure ECOTality is installing. In the future, ECOTality hopes to expand our deployment on the I-5 corridor to link the West Coast from Mexico to Canada."

"Our vision for Oregon is to create an electrified highway so that Oregonians, and our visitors, can travel throughout our state on business and leisure using the next generation of clean, electric vehicles," said Governor Ted Kulongoski. "With the partnership of the federal government, our utility companies, local governments and private companies like ECOTality, we are quickly turning that vision into a reality."

ECOTality recently unveiled its infrastructure plans for Northwestern Oregon, which included potential locations for more than 1,100 publicly available charging stations. As part of the plan, the company will place approximately 20 stations in Medford and Ashland, providing needed publicly available charging stations for electric vehicles that will be arriving in the area after January 2011. A large part of the expansion into Southern Oregon is thanks to the support from local area stakeholders, the Rogue Valley Clean Cities Coalition, and the newest EV Project national partner, PacifiCorp.

"Our customers in the Rogue Valley and throughout Oregon are showing their interest in electric vehicles," said Pat Egan, vice president of customer and community affairs for Pacific Power. "We are going to support that interest with our partnership with ECOTality to make charging stations easy and convenient to use."



Rogue Valley Clean Cities has a key role in southern Oregon in reducing dependency on imported petroleum. Working with alternative energy solution providers, like ECOtality, the organization is researching alternative fuels for vehicles, including electricity.

"Electric vehicles are a material component to realizing the goal of Rogue Valley Clean Cities' federal mandate to reduce dependency on imported petroleum. Partnerships with companies like ECOtality are key to getting these vehicles on the road," said Michael Montero, Board Chair of the Rogue Valley Clean Cities Coalition. "Electric vehicles will play a meaningful role in reducing transportation-related air pollution in the Rogue Valley. We are excited to collaborate with the public-private initiatives that promote their adoption and bring EVs to the Rogue Valley."

In a press conference later today, ECOtality will elaborate on its plans to install charging stations, and will also reveal the residential Blink Network electric vehicle charging station unit that will be installed in the homes of EV Project participants. Launched earlier this year, Blink smart, networked charging stations are a key component of the rich charging infrastructure that is at the heart of The EV Project's goals.

"The EV infrastructure that ECOtality provides allows EV users the freedom to travel without limitations," added Don Karner, President of ECOtality North America. "The expansion in Oregon is a step closer in ECOtality's plan to provide for the national movement toward electric vehicles."

ECOtality is tasked with supervising the construction of the largest deployment of EV infrastructure to date. The \$230 million public-private initiative is funded with a \$114.8 million grant from the U.S. Department of Energy through the American Recovery and Reinvestment Act (ARRA). The EV Project includes 16 cities and major metropolitan areas in six states, and will result in the installation of approximately 15,000 charging stations by June 2011.

Today's press conference will be held at 10:30 AM at the Medford City Hall, 411 W. 8th St., Medford.

### **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](http://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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