

Media:

Caitlin Cieslik-Miskimen
Antenna Group for ECOtality
caitlin@antennagroup.com
(415) 977-1922

Investor Relations:

Alliance Advisors for ECOtality
Thomas Walsh
twalsh@allianceadvisors.net
(212) 398-3486

ECOtality North America President to provide expert opinion on Alternative Fuels at the WSPA 2010 Issues Conference

SAN DIEGO – Tuesday, October 5, 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 viability of electric vehicle fueling during a session focused on “Electricity as a Transportation Fuel” at the 2010 Issues Conference at the Rancho Bernardo Inn in San Diego. The session will take place on Wednesday, October 6, 2010 at 9:15 AM PDT.

The 2010 Issues Conference is presented by the Western States Petroleum Association, a non-profit petroleum trade association that represents the six western states of Arizona, California, Hawaii, Nevada, Oregon and Washington. The conference brings together leading petroleum providers and energy and transportation experts to encourage public policies that promote socially and environmentally responsible economic growth and prosperity. Karner will discuss the future interface between electric fuels and traditional petroleum-based fuels, as well as how ECOtality is developing technologies that will allow the two to coexist.

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

WHAT: “Electricity as a Transportation Fuel” at the Western States Petroleum Association’s 2010 Issues Conference

DATE: Wednesday, October 6, 2010

TIME: 9:15 – 10:45 AM PDT

LOCATION: Rancho Bernardo Inn
17750 Bernardo Oaks Drive
San Diego, CA 92128

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.

###