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## ECOtality to Unveil New Fast Charging Technology at the Business of Plugging In 2010

**SAN FRANCISCO – Monday, October 11, 2010 – ECOtality, Inc.** (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today the company will reveal its commercial DC Fast Charging station at the Business of Plugging In 2010 during a press conference on Wednesday, October 13th at 12:30 p.m. at the ECOtality booth (#9). The charging station—designed by the global innovation firm frog design—will be on public display for the first time at Wednesday’s press conference.

ECOtality CEO Jonathan Read and Don Karner, President of ECOtality North America, will discuss how the company’s smart commercial chargers will provide fast, efficient charging on the go, and help fuel consumer use of electric vehicles. Paul Bradley, Executive Creative Director for frog design will speak alongside ECOtality on the charging station’s design.

ECOtality will begin deployment at commercial locations as early as March 2011, as part of [The EV Project](#). ECOtality is project manager of The EV Project, and will oversee the installation of 15,000 commercial and residential charging stations in 16 cities and major metropolitan areas in six states. The project will provide an EV infrastructure to support the deployment of 8,300 EVs. The project is funded by the U.S. Department of Energy through a federal stimulus grant of \$114.8 million, made possible by the American Recovery and Reinvestment Act (ARRA). The grants are matched by private investment, bringing the total value of the project to approximately \$230 million.

**WHAT:** ECOtality Press Conference for the new DC Fast Charging station

**DATE:** Wednesday, October 13, 2010

**TIME:** 12:30-1:00 p.m. EDT

**LOCATION:** The Business of Plugging In, Booth #9  
Detroit Marriott at the Renaissance Center  
400 Renaissance Drive  
Detroit, MI 48243

### 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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