

**Press Contacts:**

Colin Read  
ECotality  
[cread@ecotality.com](mailto:cread@ecotality.com)  
(480) 219-5005

**Investor Relations:**

Alliance Advisors for ECotality  
Thomas Walsh  
[twalsh@allianceadvisors.net](mailto:twalsh@allianceadvisors.net)  
(212) 398-3486

## MEDIA ADVISORY

### *ECotality's Don Karner to Present at "Beyond Oil" TransTech Energy Conference Hosts Industry Innovators*

**PHOENIX / SCOTTSDALE – October 22, 2009 – ECotality, Inc. (OTCBB: ETLY)**, a leader in clean electric transportation and storage technologies, has announced that Don Karner, President co-founder of ECotality's subsidiary, eTec (Electric Transportation Engineering Corporation), will speak to fellow industry innovators at "Beyond Oil," the Cascadia Center's TransTech Energy Conference in Seattle on Friday, October 23rd.

Through eTec, ECotality has been involved in every major electric vehicle initiative in North America since the 1990's. Most recently, ECotality was awarded nearly \$100 million from the U.S. Department of Energy to implement The EV Project ([www.theEVproject.com](http://www.theEVproject.com)), the largest transportation electrification project in history. The EV Project, will deploy a total of 4,700 Nissan LEAFs – a zero-emissions electric vehicle – and approximately 11,210 charging systems throughout five states including Washington. Mr. Karner will discuss the progress of The EV Project, its impact on the State of Washington, and the consumer and business implications of the global transition to electric transportation.

Details for ECotality's presentation are as follows:

Date: Friday, October 23, 2009  
Time: 2:45 PM PDT  
Location: Microsoft Conference Center  
16070 NE 34th Way  
Redmond, Washington

More information about the Beyond Oil TransTech Energy Conference is available at: [www.cascadiacenter.org](http://www.cascadiacenter.org).

### **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](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.