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# ECOtality, Inc. Announces Appointment of Raghu Ram as Vice President of Finance

**SCOTTSDALE, Ariz., October 23, 2007** – ECOtality, Inc. (OTC BB: ETLY), a diversified renewable energy company focused on acquiring and commercially advancing clean electric technologies and applications, today announced the appointment of Raghu Ram as the Vice President of Finance, effective immediately. At ECOtality, Mr. Ram will be responsible for internal financial administration and reporting, and will work closely with both Colonel Barry Baer, ECOtality's chief financial officer and Jonathan Read, president and chief executive officer.

"As we actively acquire new companies and synergistic technologies, ECOtality will segment the financials of our wholly owned subsidiaries to provide financial accountability and visibility of each ECOtality company," said Jonathan Read, president and CEO, ECOtality. "While ECOtality continues to expand our operations, it is important we have an intelligent, adaptive and experienced core management team and are pleased to welcome Mr. Ram to the ECOtality family. Mr. Ram, with significant global experience in business process improvements, internal controls and external financial reporting will play an integral role in assisting and streamlining ECOtality's transition from a single technology development company to a revenue-generating diversified renewable energy corporation."

With more than 15 years in financial services, Mr. Ram joins ECOtality from KPMG where he served as a manager of the Audit and Risk Advisory Services Practices, overseeing engagements in CFO Advisory and IT advisory services. Mr. Ram, with international experience in India, Canada and the United States has worked extensively in financial reporting, strategic planning, budgeting and managed regulatory filings. He has extensive experience in the Sarbanes Oxley Internal Controls area and managed internal controls documentation at Rogers Telecommunications. While at KPMG LLP, he managed engagements, advising clients on leading practice methodologies in business process improvements, internal controls and external financial reporting areas to international Fortune 500 corporations. He has previously worked for DuPoint, Marsulex and AIM Mutual Funds as well.

Mr. Ram received his master's degree from the University of Mumbai. He is a Cost and Management Accountant, a Certified Public Accountant and a Certified Management Accountant.

## **About ECOtality, Inc.**

ECOtality, Inc. (OTC BB: ETLY), headquartered in Scottsdale, Ariz., is a technology innovator that leverages global R&D resources to develop and commercialize renewable energy technologies and applications specifically aimed at addressing today's global energy challenges. Through strategic partnerships, ECOtality applies scientific knowledge and creates green energy technologies.

ECOtality is focused on bringing innovative eco-friendly concepts to practical commercialization through the acquisition, partnership and development of early- to mid- stage renewable energy technologies. With strategic partnerships and an aggressive developmental model, the company strives to accelerate the market applicability of clean technologies and related applications to become accepted alternatives to carbon-based fuel technologies. For more information about ECOtality, Inc. please visit [www.ecotality.com](http://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.