

ECotality Media:

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

ECotality Investor Relations:

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

Stadium Nissan Media:

Greg Smith
gsmith@stadiumnissanofseattle.com
(206) 909-5009

ECotality Issues EV Blueprints for Washington

EV planning documents disclose potential charging locations to support the opening of Seattle Stadium Nissan and the launch of the Nissan LEAF in Seattle area

SEATTLE – Tuesday, October 26, 2010 – [ECotality, Inc.](http://www.ecotality.com) (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, will unveil the company's electric vehicle (EV) planning documents for the Seattle and Olympia metro areas at a press conference later today, during the opening of the new Seattle Stadium Nissan dealership. Alongside Washington Gov. Chris Gregoire, Mayor Mike McGinn and Greg Smith, owner of Seattle Stadium Nissan, ECotality will reveal the potential locations of Blink commercial chargers and DC Fast Charging stations to support Nissan's roll out of the Nissan LEAF by dealerships throughout the area. The blueprints mark the completion of a key phase of The EV Project, the nation's largest rollout of EV infrastructure.



The completion of our planning maps along with Governor Gregoire's efforts to make I-5 a green highway move us one step closer to realizing the goal of electrifying the West Coast from the Canadian border to the Mexican border, said Jonathan Read, CEO of ECotality. The Puget Sound area is known for embracing new technologies, and we are excited to work with Nissan and our area EV Project partners to ensure the region is at the forefront of EV adoption. The EV charging stations ECotality will install are a critical component to building the rich charging infrastructure to allow EV and Nissan LEAF drivers the ability to travel without limitations.

Electric vehicles are the way of the future and Washington state will lead the way forward, said Governor Chris Gregoire. Today's opening of Stadium Nissan and the rollout of the first electric car means a green highway will be a reality for Washingtonians.

ECotality will install 1,200 Blink Level 2 and 22 Blink DC Fast Chargers throughout the Central Puget Sound and Olympia areas. Working with stakeholders, local government agencies and the Puget Sound Regional Council, ECotality developed maps illustrating potential charging station locations and density. These maps and project blueprints were completed utilizing the guidelines of ECotality's EV Micro-Climate process, an analysis of significant regional factors including; transportation routes, population mass and local ordinances.

We welcome Stadium Nissan and the zero-emission Nissan LEAF to Seattle, said Mayor Mike McGinn. With rising fuel costs and a diminishing oil supply, we need to support sustainable transportation for the future. The Nissan LEAF offers a good alternative to gasoline powered vehicles.

We're very excited to be opening a different kind of dealership here in Seattle, said Greg Smith, owner of the new Seattle Stadium Nissan, located two blocks east of QWEST field. We're always looking for more sustainable ways to do business. By building a dealership that's registered to be LEED certified with a target of Gold certification, creating 40 new jobs here in the neighborhood and, of course offering the zero emissions Nissan LEAF, I think we're off to a great start.



As the project manager for The EV Project, ECOtality will supervise 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.

We are pleased to have the opportunity to work with the state of Washington to create EV infrastructure and support the launch of the Nissan LEAF, said Don Karner, President of ECOtality North America. Through our work with The EV Project and the rollout of EVs, we are accomplishing our goals of stimulating the economy, creating jobs and making EVs a reality for consumers. ECOtality's work with The EV Project has allowed us to create 38 jobs to date, and we anticipate that through the course of the project we will create an additional 1,485 direct and indirect jobs across the country.

A press conference will be held today at Seattle Stadium Nissan at 2 PM during the opening of the dealership. Seattle Stadium Nissan is located at 1045 6th Avenue S. in Seattle's SODO district, 4 blocks east of QWEST Field. Both Governor Gregoire and Mayor McGinn will test drive the Nissan LEAF, the first mass production all-electric vehicle.

About Seattle Stadium Nissan

Seattle Stadium Nissan will offer a full line of new and pre-owned Nissan vehicles, parts and accessories, and provide exceptional service and quality products to enhance our customers' vehicle's performance. Our goal is to become the top Nissan dealer in the Northwest and the leading provider of environmentally responsible automotive and automotive-related products. For more information about Seattle Stadium Nissan, please visit www.stadiumnissanofseattle.com.

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.

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