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## ECOtality to Host Shareholder Update Conference Call on November 23, 2010

**SAN FRANCISCO – Wednesday, November 17, 2010 – ECOtality, Inc.** (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today that the company will host a shareholder update conference call on Tuesday, November 23, 2010 at 4:30 PM EST. Jonathan Read, CEO of ECOtality, Barry Baer, CFO of ECOtality, and Don Karner, President of ECOtality North America, will host the conference call with the financial community. The call will discuss the company's third quarter 2010 financial results and provide an update on general business developments.

Interested parties may participate in the conference call by dialing 1-877-941-2069 or 1-480-629-9713 for international callers. Please call 5 to 10 minutes prior to 4:30 PM. When prompted, ask for the "ECOtality Third Quarter Earnings Conference Call." A telephonic replay may be accessed approximately three hours after the call through November 30, 2010, by dialing 1-877-870-5176 or 1-858-384-5517 for international callers and entering the replay access code 4386531. The teleconference will also be webcast simultaneously on the ECOtality website at [www.ecotality.com/investors](http://www.ecotality.com/investors).

### 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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