

Press Contacts:

Colin Read
ECotality, Inc.
cread@ecotality.com
(480) 219-5005

Investor Relations:

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

ECotality to Host Shareholder Update Conference Call on November 24, 2009

Scottsdale, AZ – November 23, 2009 – ECotality, Inc. (OTCBB: ETLY), a leader in clean electric transportation and storage technologies, announced the Company will host a shareholder update conference call on Tuesday, November 24, 2008 at 4:30 PM EST. Jonathan Read, President and CEO of ECotality, Barry Baer, CFO of ECotality, and Don Karner, President of eTec, will host the conference call with the investment community. ECotality management will provide a shareholder update, and discuss the recent \$99.8 million government grant and the Company's third quarter 2009 financial results.

Interested parties may participate in the conference call by dialing 1-888-846-5003 or 1-480-629-9856 for international callers. Please call 5 to 10 minutes prior to 4:30 p.m. When prompted, ask for the "ECotality Shareholder Update and Third Quarter Financial Results Call." A telephonic replay may be accessed approximately two hours after the call through December 1, 2009, by dialing 1-800-406-7325 or 1-303-590-3030 for international callers and entering the replay access code 4186310. The teleconference will be webcast simultaneously on the ECotality website at www.ecotality.com/investors.

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.

###

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.