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Cracker Barrel to Install ECotality's Blink EV Charging Stations at Select Locations

Leading Family Restaurant Chain Joins The EV Project to Help Electrify Transportation Corridors in Tennessee

SAN FRANCISCO – Tuesday, November 30, 2010 – ECotality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, today announced that Cracker Barrel Old Country Store, Inc. (NASDAQ:CBRL) has joined The EV Project, and will install ECotality's Blink electric vehicle (EV) charging stations at restaurant and store locations. Cracker Barrel will install EV chargers at 24 locations within The EV Project's pilot markets.

As part of the agreement, Cracker Barrel will install ECotality's Blink EV charging stations, including both Level 2 and DC Fast Charge commercial electric vehicle charging stations, at 24 restaurant and store locations within EV Project markets beginning April 2011. Blink charging stations will be installed at 12 identified locations that support ECotality's previously announced EV blueprints in Tennessee and will connect the transportation corridors linking Nashville, Knoxville, and Chattanooga. The 12 Cracker Barrel store locations in Tennessee include: Athens, Cleveland, Cookeville, Crossville, East Ridge, Farragut, Harriman, Kimball, Lebanon, Manchester, Murfreesboro, and Nashville. The remaining 12 unidentified Cracker Barrel locations will be installed within other Tennessee locations that are within the boundaries of The EV Project.

"We are pleased to announce Cracker Barrel as a commercial collaborator for ECotality and The EV Project," said Jonathan Read, CEO of ECotality, Inc. "ECotality's goal for the Blink Network is to allow consumers to charge in locations that are attractive, convenient, and beneficial, making electric vehicles fit their lifestyle. Cracker Barrel is setting an excellent example in Tennessee by installing Blink EV Level 2 and DC Fast Chargers at restaurant and store locations along major transportation routes. Consumers will be able to quickly achieve a full charge, or top off their EVs, while spending time at one of their favorite restaurants. We look forward to announcing additional Cracker Barrel locations."

The announced locations for the charging stations were based on the results of ECotality's EV Micro-Climate™ process. The procedure takes into consideration a number of factors including geographic location, distance to major interstates and transportation routes, distance to other EV Project charging facilities and population density. Using the same procedure, ECotality will work with Cracker Barrel to determine the location of the additional 12 charging locations.

"Cracker Barrel was founded along the interstate highways with the traveler in mind and has always anticipated what our guests might want and need as they stop in for some good country cookin' and to experience genuine Southern hospitality," said Cracker Barrel Chairman and Chief Executive Officer Michael A. Woodhouse. "Becoming a leader in The EV Project continues our tradition of striving to anticipate and meet our guests' expectations. We expect our guests will be quite interested in seeing these charging stations when they stop in with us. We like to think that our guests will be pleased to see Cracker Barrel taking an active role in exploring energy alternatives that are aimed at protecting the environment as well as strengthening the economy."



The Blink DC Fast Charger is the highest-power charging station currently on the market and is capable of providing a full charge in less than 30 minutes. The Blink Level 2 and DC Fast Charging stations incorporate the Blink design and provide intelligent, user-friendly features to intuitively and safely charge electric vehicles, including fully interactive color touch screens and web-based information delivery via the Blink Network. A Blink Network smartphone application allows users to access charge station locations and GPS navigation, as well as charge status and notifications of completed or interrupted charging.

The Blink Network is an infrastructure of charging stations through which consumers can become members to receive various benefits for using commercial charging stations at locations across the country. Charging costs will vary based on local equipment operating costs and level of membership. While Blink Network membership does come with specific advantages, any EV driver will be able to charge at a Blink station through a variety of options including interoperable RFID cards or fobs, smartphone applications, mobile phone based payment options, and credit cards. The Blink Network will continue to employ secure and convenient methods of authentication and payment at Blink stations that leverage its network connected and over-the-air upgradeable 2-way touch screen interface to ensure ECOtality can service a wide array of the EV customer base long term.

“Our announcement with Cracker Barrel is an important step towards building the rich EV infrastructure needed to promote the consumer adoption of EVs,” said Don Karner, President of ECOtality North America. “Our plan for The EV Project was to create an interconnected network of EV infrastructure that would allow EV drivers to live their lives without limitations.”

ECOtality is project manager of The EV Project and will oversee the installation of 15,000 commercial and residential charging stations in 16 cities and major metropolitan areas in six states and the District of Columbia. The project will provide an EV infrastructure to support the deployment of 8,300 EVs. The project is funded by the U.S. Department of Energy through a federal stimulus grant of \$114.8 million, made possible by the American Recovery and Reinvestment Act (ARRA). The grants are matched by private investment, bringing the total value of the project to approximately \$230 million.

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.

About Cracker Barrel

Cracker Barrel Old Country Store provides a friendly home-away-from-home in its old country stores and restaurants. Guests are cared for like family while relaxing and enjoying real home-style food and shopping that’s surprisingly unique, genuinely fun and reminiscent of America’s country heritage...all at a fair price. The restaurant serves up delicious, home-style country food such as meatloaf and homemade chicken n’ dumplins as well as its signature biscuits using an old family recipe. The authentic old country retail store is fun to shop and offers unique gifts and self-indulgences.

Cracker Barrel Old Country Store, Inc. (NASDAQ: CBRL) was established in 1969 in Lebanon, Tenn. and operates 597 company-owned locations in 42 states. Every Cracker Barrel unit is open seven days a week with hours Sunday through Thursday, 6 a.m. – 10 p.m., and Friday and Saturday, 6 a.m. - 11 p.m. For more information, please visit crackerbarrel.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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