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ECOtality to Present at the Baird 2010 Clean Technology Conference

SAN FRANCISCO – Tuesday, November 30, 2010 – ECOtality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today that CEO Jonathan Read will offer an update on his company and its role in The EV Project, the largest deployment of electric vehicle infrastructure in history, at the inaugural Baird Clean Technology Conference. Mr. Read is scheduled to present at 1:15 PM PDT on Tuesday, November 30, at the Four Seasons Hotel in San Francisco.

The presentation will be webcast at <http://www.wsw.com/webcast/baird18/etly.ob/>, and will be archived online for 90 days.

ECOtality is the project manager for The EV Project, the largest deployment of electric vehicles and charge infrastructure in history. The public-private initiative, which began in October 2009, is funded with a \$114.8 million grant from the U.S. Department of Energy through the American Recovery and Reinvestment Act (ARRA). Its objectives are to create new jobs, jump-start the economy, reduce greenhouse gas emissions and lessen the country's dependence on fossil fuel. 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. With the assistance of more than 40 partners, the total value of the project is now approximately \$230 million.

WHO: Jonathan Read, CEO of ECOtality

WHAT: Baird 2010 Clean Technology Conference

DATE: Wednesday, November 30, 2010

TIME: 1:15 PM PDT

LOCATION: Four Seasons Hotel
757 Market Street
San Francisco, CA 94103

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.