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ECOtality Hosts Arizona Debut of Nissan 'LEAF'

*Zero-Emission Electric Car on Display at Venues
in Tucson, Tempe, Phoenix, Glendale*

Phoenix – December 30, 2009 – Electric Transportation Engineering Corporation (eTec), a subsidiary of ECOtality, Inc. (OTCBB: ETLE), a leader in clean electric transportation and storage technologies, will join Nissan North America this week for the debut of the zero-emission **LEAF** electric vehicle in Arizona, starting in Tucson, with more stops to follow in Tempe, Phoenix and Glendale.

In August 2009, ECOtality's eTec was awarded a federal grant of nearly \$100 million from the U.S. Department of Energy to facilitate **The EV Project**, the largest rollout of electric-vehicle infrastructure in the United States. The grant is funded through the American Recovery and Reinvestment Act (ARRA), enacted by Congress and signed by the President last February with the goal of creating thousands of new jobs, preserving existing jobs, and jump-starting the economy.

The EV Project will establish approximately 11,210 electric vehicle charging stations in home-base, commercial and public locations to support the public adoption of plug-in vehicles in major markets in five states: Arizona (Phoenix & Tucson metropolitan areas), Washington (Seattle area), Oregon (Portland, Salem, Corvallis and Eugene), California (San Diego) and Tennessee (Chattanooga, Knoxville and Nashville).

Nissan has taken the LEAF on a tour of 22 cities in 11 states, as well as the District of Columbia, and the province of Vancouver, Canada. The tour offers the opportunity for interested drivers, media, civic partners, businesses and university students to learn more about Nissan LEAF and the benefits of zero-emission driving.

ECOtality's CEO, Jonathan Read, said, "The world is watching The EV Project. The electric vehicle infrastructure we build in the United States will allow drivers to make the shift away from fossil fuels towards cleaner and more sustainable transportation." Read added, "As ECOtality prepares the charging infrastructure to support clean electric mobility, we are excited to partner with Nissan to introduce the LEAF to Arizona."

The LEAF's first stop in the state will be today, Wednesday, December 30, 2009 in Tucson, hosted by the Pima Association of Governments' Clean Cities Program. The car will be on display to the public starting at 1:00 p.m. and continuing until 4:00 p.m. for a pre-Holiday Bowl viewing party at 213 North 4th Avenue.

The LEAF then continues on to Tempe and the Fiesta Bowl Block Party on December 31, 2009, where it will be on display from 9:00 a.m. until midnight. (Admission to the Block Party is required.)

On Friday and Saturday, January 1 and 2, 2010, the LEAF will be at Desert Ridge Marketplace at 21001 North Tatum Boulevard from 11:00 a.m. until 9:00 p.m., parked near the AMC Theatres.

Then, on Monday, January 4, 2010, the LEAF will be at Westgate City Center in Glendale near the University of Phoenix Stadium and Jobing.com Arena at Loop 101 and Glendale Avenue. The public will be able to see the car parked near the Saddle Ranch Restaurant.

For more information about *The EV Project*, please visit <http://www.theevproject.com/>. For more information about the Nissan LEAF, please visit <http://www.nissanusa.com/leaf>.

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: ETLE), 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.

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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.