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ECOtality President and CEO to Present at ROTH 23rd Annual OC Growth Stock Conference

SAN FRANCISCO – Friday, March 11, 2011 – ECOtality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today that company will be presenting at the ROTH 23rd Annual OC Growth Stock Conference on Tuesday, March 15, 2011 at The Ritz Carlton Hotel in Dana Point, California. Presenting from the Company will be Jonathan Read, President and Chief Executive Officer. The presentation will begin at 2:30 PM Pacific Daylight Time, on Track 5.

Investors and other interested parties can access a live webcast of the company's presentation via the ECOtality, Inc. website, <http://www.ecotality.com/>. A replay of the presentation will also be available on the same web page for 90 days following the conference.

For more information on the ROTH Capital Partners 23rd Annual OC Growth Stock Conference, please click here: <http://www.roth.com/main/page.aspx?PageID=7239>.

The ROTH Capital Partners 23rd Annual OC Growth Stock Conference brings together executives from over 430 growth companies including 100 Chinese companies and 135 Healthcare companies. The event is designed to provide investors with a unique opportunity to gain insight into small-and mid-cap growth companies across a variety of sectors, including energy, software, technology, industrials, healthcare, media, consumer and retail.

WHO: Jonathan Read, CEO and President of ECOtality

WHAT: ROTH 23rd Annual OC Growth Stock Conference

DATE: Tuesday, March 15, 2011

TIME: 2:30 PM PDT

LOCATION:

The Ritz Carlton
1 Ritz Carlton Drive
Dana Point, CA 92629

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.

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