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ECOtality to Install Blink® Commercial EV Chargers at Select Sears Retail Locations

SAN FRANCISCO, CA – June 6, 2011 – ECOtality, Inc. (NASDAQ: [ECTY](http://www.ecotality.com)), a leader in clean electric transportation and storage technologies, today announced that Sears Holdings (NASDAQ: [SHLD](http://www.searshc.com)) will launch a pilot program with ECOtality to install Blink® electric vehicle (EV) charging stations at select Sears retail locations as part of The EV Project. Sears has signed on to install thirty of ECOtality's Blink Pedestal chargers at store locations within EV Project markets. Sears may expand to further locations upon completion of the pilot program.

"We are thrilled to have Sears supporting The EV Project," stated Jonathan Read, CEO of ECOtality. "Sears is committed to corporate environmental responsibility, and their dedication is exemplified by working with ECOtality and installing Blink chargers at various Sears' locations. By aligning with companies such as Sears, consumers will be able to charge at locations convenient to their lifestyles. This program strengthens our Blink Network and allows consumers greater access to EV charging at commercial and public locations."

As part of the agreement, Sears and ECOtality will identify 10 Sears store locations for the installation of three Blink Pedestal chargers outside each store. Sears and ECOtality are currently in the process of determining the best locations for the chargers and will install Blink chargers at all proposed Sears locations by the end of summer 2011.



"Sears is very excited to participate in this program because it gives us the opportunity to be part of a greater initiative supporting the next wave of clean transportation. It will also help us better understand how we can support our EV-driving customers by providing needed conveniences today and in the future," said Mike Brown, director, Environmental Sustainability for Sears Holdings.

The Blink Pedestal is a level 2 charging station that provides intelligent, user-friendly features that intuitively and safely charge EVs. They include an interactive color touch screen and web-based media delivery via the Blink Network. Businesses can take advantage of the media opportunities of the Blink Network, which will broadcast advertisements beginning in EV Project regions and expanding nationally.

ECOtality is the project manager of The EV Project and will oversee the installation of approximately 14,000 commercial and residential charging stations in 18 major cities and 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, made possible by the American Recovery and Reinvestment Act (ARRA).

About ECOtality, Inc.

ECOtality, Inc. (NASDAQ: [ECTY](http://www.ecotality.com)), 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 Sears Holdings Corporation

Sears Holdings Corporation (NASDAQ: [SHLD](#)) is the nation's fourth largest broadline retailer with over 4,000 full-line and specialty retail stores in the United States and Canada. Sears Holdings is the leading home appliance retailer as well as a leader in tools, lawn and garden, consumer electronics and automotive repair and maintenance. Sears Holdings is the 2011 ENERGY STAR® Retail Partner of the Year. Key proprietary brands include Kenmore, Craftsman and DieHard, and a broad apparel offering, including such well-known labels as Lands' End, Jaclyn Smith and Joe Boxer, as well as the Apostrophe and Covington brands. It also has the Country Living collection, which is offered by Sears and Kmart. Sears Holdings is the nation's largest provider of home services, with more than 11 million service calls made annually. Sears Holdings Corporation operates through its subsidiaries, including Sears, Roebuck and Co. and Kmart Corporation.

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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