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ECOtality Launches Blink Commercial Charging Network in Dallas

Government, Industry and EV advocates support Blink commercial launch event

DALLAS – August 18, 2011 – ECOtality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, celebrated today the kick off for the Blink® commercial charging network in the Dallas metro area. Representatives from the State of Texas, City of Dallas, Oncor and EV advocates joined ECOtality for the launch of the Blink commercial network in the Deep Ellum neighborhood near downtown Dallas that is home to some of the first public access Blink Pedestal charging stations for the region. As part of The EV Project, the largest rollout of EVs and EV charging infrastructure in history, ECOtality has plans to install over 200 charging stations in the Dallas metro area over the coming months.

“Throughout Texas and across the United States, consumer demand for electric vehicles is growing at an unprecedented rate,” said Jonathan Read, CEO of ECOtality, Inc. “We’ve expanded our network of smart public charging stations in Dallas to meet the needs of the next generation of EV drivers—allowing them to charge up when they shop or dine in one of Dallas’ premier entertainment districts. By bringing Blink to Dallas, ECOtality is providing EV drivers with new choices for how to commercially charge their electric vehicle.”

“Dallas embraces electric vehicles because they make economic and environmental sense,” said Dallas Mayor Pro Tem Pauline Medrano, who represents the historic Deep Ellum neighborhood where Blink’s first public charging station is located. “The residents and professionals leading our community’s urban revitalization efforts choose to live here because of the smart transportation choices available, including this Blink Network charging station.”

Deep Ellum’s Main Street Parking Lot, owned by Madison Partners, is the site of two Blink Pedestal charging stations. ECOtality began installing publicly available charging stations in the Dallas area in May, and to-date has installed 17 chargers throughout the greater Dallas metro area. As project manager of The EV Project, ECOtality is overseeing the installation of approximately 14,000 charging stations in 18 markets—including Dallas and Houston—in six states and Washington, D.C.



Blink pedestal charging stations installed in the Deep Ellum neighborhood of downtown Dallas, Texas. (Source: ECOtality)

"*Plug-In Texas* commends ECOtality, an important member of our coalition, for further advancing the public charging infrastructure in North Texas with The EV Project," said Russ Keene, President of *Plug-In Texas*. "Electric vehicles are a positive progression for the Dallas-Fort Worth metroplex – these exciting, clean vehicles will make vehicle ownership more affordable and make a significant contribution to emission reductions, transforming transportation for Texas."

ECOtality began installations of its Blink Pedestal charging stations earlier this year. A variety of factors were taken into consideration as ECOtality selected the locations for public charging stations, including the locations of major city attractions, retail and shopping hubs, employment centers and traffic patterns. ECOtality worked closely with area stakeholders, including Oncor and North Central Texas Council of Governments, to determine the best sites for public charging stations.

"Oncor's investment in millions of advanced meters and 1,000 miles of new transmission lines to deliver clean, renewable domestic power make Dallas the best city in the world for electric vehicles," said Debbie Dennis, Oncor's Dallas Vice President. "Using information from their smart meters, customers can choose the best plan for cost-effective charging, and EV owners in Texas can take advantage of abundant wind power at night when they're parked at home."

The Blink Network of charging stations provides EV drivers the freedom to travel as they choose and conveniently charge at Blink commercial locations along the way. EV drivers will be able to charge at any Blink station through a variety of options including interoperable RFID cards, smartphone applications, and mobile phone and credit card based payment options. By becoming Blink Members, consumers may also yield even greater advantages of the Blink Network, such as discounted charging rates, reservation systems, and enhanced Blink Network capabilities.

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 a public-private partnership, funded in part by the U.S. Department of Energy through a federal stimulus grant and made possible by the American Recovery and Reinvestment Act (ARRA). For more information about The EV Project, please visit www.theevproject.com.

Businesses in the greater Dallas and Houston areas that are interested in hosting Blink charging stations should contact Dave Aasheim, Texas Area Manager at ECOtality, at daasheim@ecotality.com, or by calling 214-551-4014.

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.