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## ECOtality and Outcast Partner to Launch Digital Advertising Network for Blink® EV Charging Stations

### Network Will Reach On-the-Go EV Owners With Engaging Programming at Locations Nationwide

**SANTA MONICA and SAN FRANCISCO – December 14, 2011** – Outcast, the largest fuel television network at the pump, and ECOtality (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced today a partnership to launch the nation's largest digital network at Blink® electric vehicle (EV) charging stations.

"In partnering with Outcast, a leader in the digital media space, we are furthering ECOtality's business model by providing measurable media to enhance the user experience," stated Jonathan Read, CEO of ECOtality, Inc. "Outcast specializes in engaging with consumers at traditional fueling locations, and we are taking that one step further by jointly developing media programming which will resonate with EV drivers at our Blink charging stations."

Outcast will develop media solutions for Blink commercial chargers that ECOtality will deploy in 2012, with screens ranging from 7" to 42" based on the charger type. The charging stations are located at major retailers, traditional fueling locations, and other public and commercial locations across the country, with a concentration in 18 top metropolitan cities. The chargers will provide a targeted marketing opportunity to engage audiences that already own EVs, as well as those who aspire to own EVs.

The logo for Outcast, featuring the word "OUTCAST" in a bold, sans-serif font. The "O" and "A" are orange, while the other letters are grey. A small "TM" trademark symbol is to the right of the "T".

"With the increasing trend and popularity of electric vehicles, we are excited to support this green initiative and to work with ECOtality to bring our brand partners a new and innovative way to broadcast messages to this eco-conscious, affluent audience," said Matthew Stoudt, Chief Executive Officer for Outcast. "Our partnership with ECOtality allows us to continue to evolve and develop new of-the-moment innovations that reach a highly-coveted demographic of first-adopters and trendsetters with engaging and targeted messages."

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. By becoming Blink Members, consumers may also yield even greater advantages of the Blink Network, such as local incentive programs, reservation systems, and enhanced Blink Network capabilities. For more information, visit [www.blinknetwork.com](http://www.blinknetwork.com). To learn more about the media and advertising around the Blink Network, visit [www.outcast.net](http://www.outcast.net) as the network develops.

### 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](http://www.ecotality.com).



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## About Outcast

Outcast is a premiere digital media company reaching active, affluent, on-the-go consumers. The company consists of the two channels, PumpTop TV and the Health Club Media Network. Advertisers reach a Nielsen measured combined audience of more than 68 million active consumers each month at health clubs and gas stations in 130 DMAs. The company is privately held and is headquartered in Santa Monica, California, with offices in New York City, Detroit and Chicago. For more information, please visit [www.Outcast.net](http://www.Outcast.net).

## 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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