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ECOtality VP Colin Read Named to Forbes '30 Under 30'

Mr. Read selected in the Energy Category as Industry Innovator

SAN FRANCISCO – Tuesday, January 24, 2012 – ECOtality, Inc. (NASDAQ:ECTY), a leader in clean electric transportation and storage technologies, announced that Vice President of Corporate Development Colin Read has been named to the Forbes 30 Under 30 list as a leader in the Energy category. This nomination and award recognizes Mr. Read's contributions to ECOtality and the role he has played in growing the company.

"It's a surprise and an honor to be recognized by Forbes," stated Colin Read. "Doing my part to grow a cutting-edge startup has been very rewarding. But I don't work alone – this kind of recognition is truly a testament to the strong team we have here at ECOtality."

As vice president of corporate development and strategic initiatives, Mr. Read oversees international expansion and business development. Before coming to ECOtality, Read worked on various congressional and mayoral political campaigns. Read's previous experience also includes work for Edelman Public Relations in Washington, D.C., and Arizona Monthly Magazine, one of the state's premier politics and lifestyle publications.

Read earned his bachelor's degree at Claremont McKenna College, and received his master's in business administration with an emphasis in international business at Arizona State University.

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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