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ECOtality, Inc. Teams with Arizona State University on Magnesium Regeneration Solutions

SCOTTSDALE, Ariz. – July 17, 2007 – ECOtality, Inc. (OTC BB: ETLY), a technology innovator that addresses the global energy challenge by developing and commercializing eco-friendly technologies, today announced an agreement with Arizona State University (ASU) to further develop regeneration solutions for magnesium oxide. Magnesium oxide is the main byproduct of Hydratus™. Beginning June 1, 2007 until mid 2008, ASU will evaluate the potential technologies to determine cost and energy efficiencies for converting magnesium oxide back to its original form – magnesium – where it will serve as a true carrier of energy for on-demand hydrogen generation.

“Arizona State University is a dynamic research institution with great strengths in chemical engineering and photovoltaic technology. Their expertise in this area will contribute tremendously to our on-going research on the use of hydrogen as one of the alternative renewable energies,” said Jonathan Read, president and CEO, ECOtality, Inc. “This project is a continuation of our full process development for on-demand hydrogen and hydrogen storage design to create a complete commercial system.”

The study will have a particular focus on the use of solar energy in the conversion process, hence, eliminates any use of carbon-based sources if possible. Specifically, the project will evaluate and define the kinetics, thermodynamics and reaction equilibriums of numerous processes for converting magnesium oxide to magnesium and other magnesium compounds. Dr. Edward Hall, Associate Dean for Research in the Ira A. Fulton School of Engineering at ASU, will be the principal director and Dr. Jerry Y.S. Lin, Chairman of the Technology Committee for ECOtality and Professor and Interim Department Chair of Chemical Engineering at ASU, will oversee the daily activities of the project.

“As we begin introducing alternative energies to the world, it is very important that we have a solution that addresses the byproducts from energy creation,” said Dr. Lin. “We need to look at waste management -- either regenerating the byproducts for further use, or developing ways to utilize the waste for other purposes -- in a cost and energy effective manner. Failure to do so will defeat the rationale for renewable energies.”

ASU will join ECOtality's current science team that includes the National Aeronautics and Space Administration's (NASA) Jet Propulsion Laboratory (JPL) Task Force, GreenMountain Engineering and Airboss Aerospace in developing Hydratus and related technologies.

About Ira A. Fulton School of Engineering, Arizona State University

The Ira A. Fulton School of Engineering at Arizona State University serves more than 4,500 undergraduates and 1,500 graduate students, providing skills and knowledge for science and

technology-oriented careers. Ranked nationally in the top 50 among more than 185 engineering schools rated by *US News & World Report* magazine, the school engages in use-inspired research in a multidisciplinary setting for the benefit of individuals, society and the environment. Its 200-plus faculty members pursue research in electrical, industrial, chemical, mechanical, aerospace, civil and environmental engineering, bioengineering and computer science.

About ECOtality, Inc.

ECOtality, Inc. (OTC BB: ETLY), headquartered in Scottsdale, Ariz., is a technology innovator that leverages global R&D resources to develop and commercialize renewable energy technologies, specifically aimed at addressing today's global energy challenges. Through strategic partnerships, ECOtality applies scientific knowledge and creates proprietary green energy technologies.

ECOtality is focused on bringing innovative eco-friendly concepts to practical commercialization through the acquisition, partnership and development of early stage renewable energy technologies. With strategic partnerships and an aggressive developmental model, the company strives to accelerate the market applicability of clean technologies to become accepted alternatives to carbon-based fuel technologies. For more information about ECOtality, Inc. please visit www.ecotality.com.

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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.