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ECOtality's Brooke Lowry Honored by the *Phoenix Business Journal*

Lowry named a "Top Woman in Business" for her role driving ECOtality's online efforts

SCOTTSDALE, Ariz. – April 4, 2007 – ECOtality, Inc. (OTC BB: ETLY), a technology innovator that addresses the global energy challenge by developing and commercializing eco-friendly technologies, today announced that Brooke Lowry, the company's Director of New Media, has been honored by the *Phoenix Business Journal* as a "Top Woman in Business" for 2007. Lowry is responsible for driving ECOtality's online strategies to ensure the overall importance of clean technology development is effectively communicated and understood through the company's Web site and blog. Lowry has overseen ECOtality's blog (www.ecotalityblog.com) since its conception in November 2006, and through daily management and the acquisition of key bloggers has catapulted the site to become one of the top green Web sites. According to Technorati, the recognized blogosphere authority, in a month ECOtality's blog jumped more than 45,000 spots in its popularity rankings, which are defined by the amount of traffic to the site and number of times it is linked to other blogs.

"At ECOtality, we understand the importance of new media and its effect on shaping the public's perception of clean technology," said Jonathan Read CEO, ECOtality. "Since taking over our online efforts, Brooke has been instrumental in driving awareness of our blog and Web site by defining interesting and compelling content and ensuring it is communicated in a way that people can understand."

"It is a pleasure to be recognized as a top woman in business for the Phoenix area," said Brooke Lowry, director of new media, ECOtality. "New media strategies are essential to driving the clean technology discussion and we are committed to exploring innovative ways to expand these efforts and increase awareness of products that are having a profound impact on the environmental landscape."

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.