

ECOtality Announces Shareholder Update Conference Call

SCOTTSDALE, Ariz.--ECOtality, Inc. (OTC BB: ETLY), a technology innovator that addresses the global energy challenge by developing and commercializing eco-friendly technologies, today announced Jonathan Read, CEO of ECOtality, Inc. will host a Shareholder Update conference call on July 24, 2007.

The conference call will take place at 4:15 p.m. EST on Tuesday, July 24, 2007. Anyone interested in participating should dial 1-866-225-8729 if calling within the United States or 1-480-629-9564 if calling internationally approximately 5 to 10 minutes prior to 4:15 p.m. Participants should ask for the ECOtality Shareholder Update conference call. There will be a playback available until July 31, 2007. To listen to the playback, please call 1-800-406-7325 if calling within the United States or 1-303-590-3030 if calling internationally. Please use the pass code 3760501 for replay.

This call is being webcast by ViaVid Broadcasting and can be accessed at ECOtality's website at www.ecotality.com. The webcast may also be accessed at ViaVid's website at <http://www.viavid.net>. The webcast can be accessed through August 22, 2007 on either site. To access the webcast, you will need to have the Windows Media Player on your desktop. For the free download of the Media Player, please visit: <http://www.microsoft.com/windows/windowsmedia/en/download/default.asp>

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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