



Press Contacts:

Media Relations:

Blanc & Otus Public Relations for ECotality

Evelyn Lee

elee@blancandotus.com

(415) 856-5114

Investor Relations:

Pilot Financial Communications Network for ECotality

Rick Gean

info@pilotfcn.com

(480) 247-2142

Ecotality, Inc. Engages Airboss Aerospace to Accelerate Its New Hydrogen Programs and Integration into Hydratus Bus

*Collaboration between Ecotality, NASA's Jet Propulsion Labs,
and Airboss Aerospace Drives New Developments
in Its Hydrogen Bus Program*

SCOTTSDALE, Ariz. –(BusinessWire)—January 8, 2007--Ecotality, Inc. (OTC BB: ETLY), a renewable energy company addressing the global energy challenge by developing eco-friendly technologies, today announced that it has engaged Airboss Aerospace, Inc., a leader in the aerospace industry, to act as consulting engineers on its Hydratus bus. Airboss will work in conjunction with the National Aeronautics and Space Administration's (NASA) Jet Propulsion Labs (JPL) and the California Institute of Technology to continue the development of the Hydratus, a system that generates hydrogen on demand.

Ecotality is developing new renewable energy technologies, and works with established technology partners, such as Airboss, to develop and commercialize innovative renewable energy solutions. Jonathan Read, the CEO of Ecotality, stated, "Airboss will allow us to quickly quantify and implement recent new advancements in the Hydratus project, provide us a strong adjunct to our JPL team, as well as spearhead the key task of integration of the Hydratus into the hydrogen bus."

Airboss Aerospace is a specialist engineering firm in high-tech aerospace programs, with particular expertise in designing, testing and building several cutting-edge aircraft. Airboss will work hand in hand with the scientists and engineers at the JPL to continue the development of the Hydratus through Phase I and Phase II.

Dave Fawcett, President of Airboss Aerospace, stated, "Airboss Aerospace, Inc. is very excited to be partnered with Ecotality in the development of this revolutionary power system for the Bus project. The ramifications of this program transcend the vehicle industry, to many other industries including aerospace." Mr. Fawcett went on to state, "The Ecotality hydrogen program is well designed, and with the combined efforts of in-house Ecotality personnel, Jet Propulsion Laboratories, and AirBoss, I am

absolutely confident that the industry could soon realize a revolutionary and efficient, as well as economical, power source.”

The Airboss team will be lead by Mark Bettosini, and Dr. Rob Wolf, both widely recognized and accomplished individuals within the engineering and scientific communities and the Aerospace Industry.

About Airboss Aerospace

Airboss Aerospace, Inc. has been in operation for over 16 years. The company has specialized in the development of proof-of-concept and prototype aircraft, ranging from low performance general aviation aircraft and UAVs (unmanned aerial vehicles), to business jet class vehicles, to spacecraft. Airboss has gained an outstanding reputation for successfully creating new and unique vehicles using cutting-edge technology developed in-house, as well as within the industry. Most notably, AirBoss developed the first aircraft to start the VLJ movement in the business jet marketplace. They did so, when a suitable jet engine did not exist, by taking an existing turbine and redesigning it to fit the aircraft needs. Currently, AirBoss is partners in the development of two spacecraft. Both vehicles have the capability of horizontal landing, and one is powered by a regenerative methane rocket motor. For more information about Airboss Aerospace, Inc. visit www.airboss-aerospace.com.

About Ecotality, Inc.

Ecotality, Inc. (OTC BB: ETLY), headquartered in Scottsdale, Ariz., leverages global R&D resources to develop, design and license 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.

About Hydratus(TM)

Hydratus is a patented technology of Ecotality, Inc. that addresses the global energy challenge by creating hydrogen fuel on demand in a portable device, eliminating the need to store hydrogen. Through a unique combination of magnesium and salt water, Hydratus produces hydrogen that can be used to generate electricity within a hydrogen fuel cell.

This breakthrough process awakens the Hydrogen Economy by eliminating today's dependence on commodities for power generation. From here, the possibilities are endless, as Hydratus could provide the hydrogen to power any electrical motor. For more information on the Hydratus please visit www.hydratus.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.