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ECOtality and ECOtality Blog to Fund Environmental Education Programs Through Sales From Online Book and Video Store

Initial Proceeds Benefit Arizona Youth Fuel Cell Competition

SCOTTSDALE, Ariz.—(BusinessWire)—January 12, 2007--ECOtality, Inc. (OTCBB:ETLY), a renewable energy company addressing the global energy challenge by developing eco-friendly technologies, today announced that it is donating the proceeds from ECOtality Website sales of environmentally minded products, books, and videos to environmental education programs. The first recipient is the "International Youth Fuel Cell Competition" (www.iyfcc.com).

"We're building a network of 'eco-friends' and will use our growing Web community to help increase youth awareness of not only the environmental problems we face today, but also the viable solutions that are on the horizon. As a part of our educational initiatives, we are making relevant materials available to our community," said Brooke Lowry, Director of New Media for ECOtality.

The "International Youth Fuel Cell Competition," is working in conjunction with ECOtality to host the "Arizona Youth Fuel Cell Competition" (www.azfuelcell.com). The competition challenges Arizona high school students to learn, create, design and showcase hydrogen fuel cell model cars. The "Arizona Youth Fuel Cell Competition" will take place on May 19, 2007 at the Heritage and Science Park in Phoenix, Arizona.

"Through partnerships with corporations such as ECOtality, global energy issues are highlighted as we work to create a learning environment for students," said Kay Larson, Director of the International Youth Fuel Cell Competition. "We welcome the donation and are pleased that ECOtality is and Arizona is taking a public role in promoting a state-wide effort to increase public awareness to renewable energy education."

The environment-related materials are available via ECOtality's Website today.

ECOtality.com

ECOtality.com is a natural extension of the ECOtality brand and provides the environmentally conscious community with detailed corporate, partner, and ECOtality product information. In addition, ECOtality.com invites all supporters and advocates of green technologies, along with community leaders to discuss industry news, political advancements and innovative solutions on its blog.

By sharing insight between industry experts and the environmentally conscious about new technology solutions, ECOtality aims to shift the global paradigm about clean technologies. ECOtality.com hopes to serve as a catalyst for driving green energy issue awareness, while helping to bring to market environmentally sound, cost-efficient, recyclable and safe alternatives to today's commodity driven marketplace.

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: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.

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.

NOTE TO EDITORS:

Book and video titles available are as follows:

- "The Hydrogen Economy," by Jeremy Rifkin
- "The End of Oil," by Paul Roberts
- "Power Down," by Richard Heinberg
- "An Inconvenient Truth," by Al Gore
- "Hydrogen Hot Stuff Cool Science," by Rex A. Ewing
- "Got Sun, Go Solar," by Rex A. Ewing
- "Power with Nature," by Rex A. Ewing
- "The Emperor's New Hydrogen Economy," by Darryl McMahon