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Ecotality Sponsors Arizona's First International Fuel Cell Competition

Youth Competition Highlights Global Energy Challenge and Hydrogen Fuel Solutions

SCOTTSDALE, Ariz. – (BUSINESS WIRE)—January 10, 2007--Ecotality, Inc. (OTCBB:[ETLY](#)), a renewable energy company addressing the global energy challenge by developing eco-friendly technologies, today announced that Arizona has been selected as the third and final state to hold an official qualifying event for the "International Youth Fuel Cell Competition" (www.iyfcc.com). Sponsored by Ecotality, the "Arizona Youth Fuel Cell Competition" (www.azfuelcell.com) is open to all Arizona high school students and will take place on May 19, 2007 at the Heritage and Science Park in Phoenix, Arizona. This event is open to the press and public.

The Arizona Youth Fuel Cell Competition will showcase solar and hydrogen fuel cell cars that are designed and built by Arizona high school students. From concept to prototype, the challenge that students are tasked with is to overcome the same real world constraints faced by today's worldwide auto manufacturers as they relate to hydrogen production and storage. The cars are miniature models of those currently used by major automakers to create hydrogen fuel cell vehicles; they represent the best and brightest ideas of the state's youth. The winning team from the "Arizona Youth Fuel Cell Competition" will represent Arizona at the "International Youth Fuel Cell Competition" to take place in San Antonio, Texas in October 2007.

"The Arizona Youth Fuel Cell Competition encourages the state's youth to be a part of the dialogue in realizing alternative energy solutions, with the hope to instill green-minded thinking," said Jonathan Read, CEO of Ecotality. "The educational event aligns with Ecotality's mission to foster and support scientific discovery of renewable energy and clean technology solutions."

Kay Larson, Director of the IYFCC, stated, "This competition highlights the growing global efforts of renewable energy education and the importance of students to the future of this science, particularly as it relates to hydrogen fuel cells. We are excited about our partnership with Ecotality and bringing this event to Arizona as it will increase public attention to global efforts in bringing fuel cell and renewable energy into classrooms."

The "International Youth Fuel Cell Competition" will take place on October 12-18, 2007, in conjunction with the "2007 Fuel Cell" seminar which is being held at the Henry B. Gonzalez Convention Center in San Antonio, Texas. Organizers for the 2007 "International Youth Fuel Cell Competition" expect 16 teams to compete for top honors at the event. The teams represent more than 12 international countries including: Australia, Brazil, Canada, Germany, India, Japan, Russia and the United States. For more information about the competition, visit www.iyfcc.com.

About Ecotality, Inc.

Ecotality, Inc. (OTCBB:[ETLY](http://www.etly.com)), 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.