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## **ECOtality, Inc. Selects Alliance Advisors For On-going Investor Relations Program**

SCOTTSDALE, Ariz.--ECOtality, Inc. (OTC BB: ETLY), a technology innovator that addresses the global energy challenge by developing and commercializing eco-friendly technologies announced today that it has selected Alliance Advisors, LLC for on-going investor relations program. Alan Sheinwald, president of Alliance Advisors, and his experienced team will provide counsel for ECOtality, Inc. in all facets of a strategic investor communications plan.

"Having extensively researched the investor relation service market, we selected Alliance Advisors to serve as our point of contact with the investment community," said Jonathan Read, CEO of ECOtality, Inc. "We are certain that their industry expertise and strong market relationships will help us to convey our value proposition and overall business goals to the broader investment community."

The on-going investor relations program will include the appropriate positioning of ECOtality's corporate messages to investors, development of all investor related materials, such as press releases, corporate profiles and presentation materials, as well as building long-term investor relationships with key members of the professional investment community. Alliance Advisors will also serve as the company's foremost information resource to institutional investors, hedge funds, independent portfolio managers, buy-side and sell-side analysts, small to large retail brokerage firms and accredited individual investors.

"I believe ECOtality is well positioned to take advantage of the present growth opportunities in the clean technology sector. Alliance Advisors is looking forward to working with Jonathan Read and his team to raise awareness and support in the public market place. We are pleased to have ECOtality join our portfolio of clients," said Sheinwald.

### **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](http://www.ecotality.com).

### **About Alliance Advisors, LLC**

Alliance Advisors, LLC assists public companies with market valuations initially under \$200 million by developing and executing investor communications programs dedicated to interfacing with critical corporate investors in a timely and accurate manner. Clients receive the treatment of a larger organization, while Alliance Advisors provides the guidance and preparation for exposure required of an emerging public company. As Alliance clients achieve operational consistency, their investor relation campaigns are transitioned to the reach of the broader national institutional investment community.

#### *Safe Harbor*

*This release contains forward-looking statements which involve known and unknown risks, delays, uncertainties and other factors not under the Company's control, which may cause actual results, performance or achievements of the Company to be materially different from the results, performance or other expectations implied by these forward-looking statements. These factors include results of current or pending research and development activities, actions by the FDA and other regulatory authorities, and those factors detailed in the Company's filings with the Securities and Exchange Commission such as 10K, 10Q and 8K reports.*

#### *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.*