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ECotality To Speak At The National Hydrogen Association's Hydrogen Conference

WHO: Jonathan Read, CEO of ECotality (OTC BB: ETLY), a technology innovator that addresses the global energy challenge by developing and commercializing eco-friendly technologies, will present at the General Assembly during the National Hydrogen Association's Hydrogen Conference 2007.

WHAT: The National Hydrogen Association's Hydrogen Conference 2007 with Hydrogen Expo U.S. will bring together representatives from every facet of the hydrogen economy to address technology breakthroughs from around the globe. They will also discuss issues related to making hydrogen a commercial reality.

TOPIC: During the General Assembly session, Mr. Read will discuss ECotality's efforts to address the commercialization issue of hydrogen fuel cell technologies and the company's efforts working with NASA's Jet Propulsion Labs (JPL) and the California Institute of Technology to develop and commercialize an on-board hydrogen generation technology, Hydratus™ (www.hydratus.com). Hydratus is a portable apparatus that operates in conjunction with existing hydrogen fuel cell technology and produces hydrogen on demand using readily available materials – magnesium and water – in a system that emits no exhaust other than pure water. The on-demand technology offers a solution to the current disadvantages of compressed hydrogen as Hydratus does not require additional heat to start up or to operate and the technology allows for storage and generation of hydrogen.

WHEN: Tuesday, March 20, from 2:00-2:30 p.m. CDT.

WHERE: The National Hydrogen Association's Hydrogen Conference will take place on March 19-22, 2007 at the Henry B. Gonzalez Convention Center in San Antonio, Texas. ECotality will have an exhibitor's booth, number 145, for the duration of the conference.

For more information on the NHA Hydrogen Conference, please visit:

<http://www.hydrogenconference.org>

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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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.