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ECotality To Speak At The ValueRich Small-Cap Financial Expo in Miami

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 ValueRich Small-Cap Financial Expo.

WHAT: The ValueRich Small-Cap Financial Expo will showcase 50 small-cap public companies, financial services and securities institutions to an audience of 1,000 investment bankers, fund managers, institutional investors, brokers, research analysts, and high net worth investors.

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 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 27, from 2:50-3:10 p.m. EDT.

WHERE: The ValueRich Small-Cap Financial Expo will take place on March 27-28 at the InterContinental Hotel on Biscayne. ECotality will have an exhibitor's booth, number 206, for the duration of the conference.

For more information on the Conference visit www.valuerichonline.com.

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.