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Wasserman Morris & Co. Reiterates Guidance with a Speculative Buy Rating for ECOtality, Inc.

SCOTTSDALE, Ariz. – July 16, 2007 – ECOtality, Inc. (OTC BB: ETLY), a technology innovator that addresses the global energy challenge by developing and commercializing eco-friendly technologies, today announced the issuance of a Research Report by Wasserman Morris & Co., a New York City-based equity research firm, with a Speculative Buy Rating. Since the Initiation of Coverage by Wasserman Morris & Co., ECOtality has executed and advanced on several developmental milestones, partnerships, acquisitions, and agreements, while also accomplishing marked improved results from laboratory testing resulting in the Speculative Buy Rating. The full report is available at www.wassermanmorris.com.

About Wasserman Morris & Co.

Wasserman Morris & Co. is an equity research firm providing unbiased research for significantly under-followed small cap companies. Wasserman Morris & Co. distributes its research to a broad audience of institutional and individual investors seeking information on under-followed small cap stocks. ECOtality, Inc. paid Wasserman Morris & Co. the sum of \$25,500 for two years of coverage as detailed in the report. Neither the analysts nor the management of Wasserman Morris own equity or debt securities of the companies on which our contract analysts report.

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.