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ECOtality Showcases 'The EV Project'

Participates in Build It Green Expo & Conference in Phoenix

Phoenix – March 19, 2010 – ECOtality, Inc. (OTCBB: ETLE), a leader in clean electric transportation and storage technologies announced today that it will showcase *The EV Project* – the largest-ever rollout of electric vehicle infrastructure – during this week's [Southwest Build It Green Conference and Expo](#) in Phoenix, Arizona.

The Southwest Build It Green Conference and Expo runs through Saturday at the Phoenix Convention Center and will offer a look at the latest in green technology. Whether you a home owner or a business owner, you will find ways to create greener living and working spaces.

At the Conference, ECOtality, and its subsidiary, eTec (Electric Transportation Engineering Corporation) are proud to provide an exhibit with information about The EV Project. The EV Project was created in August 2009, when eTec was awarded a federal stimulus grant of nearly \$100 million from the U.S. Department of Energy. The grant is funded through the American Recovery and Reinvestment Act (ARRA) with the goal of creating thousands of new jobs, preserving existing jobs, and jump-starting the economy.

The EV Project will support electric vehicles with home-base, commercial and public chargers in major markets in five states: Arizona (Phoenix & Tucson metropolitan areas), Washington (Seattle area), Oregon (Portland, Salem, Corvallis and Eugene), California (San Diego) and Tennessee. With a match from partners, The EV Project has a total value of more than \$200 million.

One of the project partners is Nissan, which will put its fully-electric, zero-emission LEAF on the road at the end of this year. With permission from the vehicle owners, The EV Project will collect and analyze data to evaluate the effectiveness of the new EV charging infrastructure that will support all electric vehicles, including the LEAF. Lessons learned from The EV Project will enable the streamlined deployment of electric vehicles nationwide.

For more information about the Southwest Build It Green Conference and Expo, please visit <http://azbigmedia.com/big/southwest-build-it-green-expo-conference#top>. For more information about The EV Project, please visit www.theevproject.com.

About ECOtality, Inc.

ECOtality, Inc. (OTCBB: ETLE), headquartered in Tempe, Arizona, is a leader in clean electric transportation and storage technologies. Through innovation, acquisitions, and strategic partnerships, ECOtality accelerates the market applicability of advanced electric technologies to replace carbon-based fuels. 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.