

Media:

ECotality, Inc.
Jeanine L'Ecuyer
jlecuyer@ecotality.com
(480) 219-5005

Investor Relations:

Alliance Advisors for ECotality
Thomas Walsh
twalsh@allianceadvisors.net
(212) 398-3486

ECotality Announces Partnership With Underwriters Laboratories For 'The EV Project'

UL Named Exclusive Nationally Recognized Testing Laboratory for Groundbreaking Electric Vehicle Deployment

PHOENIX – April 6, 2010 – ECotality, Inc. (OTCBB: ETLE), a leader in clean electric transportation and storage technologies announced today that Underwriters Laboratories (UL), has been named the exclusive Nationally Recognized Testing Laboratory for [The EV Project](#), the largest deployment of electric vehicles and charge infrastructure in history.

UL, a global leader in safety testing and certification, recently signed a memorandum of understanding with [Electric Transportation Engineering Corporation \(eTec\)](#), a wholly owned subsidiary of ECotality, to test and certify eTec's vehicle charging stations that will be used in the project. UL joins eTec, U.S. Department of Energy (DOE) and more than 40 other partners embarking on this groundbreaking study of electric vehicle (EV) charging station infrastructure.

The EV Project began in October 2009 when ECotality's eTec was awarded a federal stimulus grant of nearly \$100 million from the DOE, and will deploy 4,700 zero-emissions vehicles, the Nissan LEAF, for the three-year study. The vehicles will be powered by 11,210 UL Listed charging stations in homes, and commercial and public locations in five U.S. states: Arizona (Phoenix and Tucson), Washington (Seattle), Oregon (Portland, Salem, Corvallis and Eugene), California (San Diego) and Tennessee (Chattanooga, Knoxville and Nashville).

"UL's partnership with eTec and involvement in The EV Project exemplifies our commitment to the development and deployment of safe, reliable clean technologies," said Gary Savin, vice president and general manager, UL Power and Controls business unit. "Public safety remains essential as governments, manufacturers, public utilities, certification organizations and other partners work together to build a global electric vehicle infrastructure and introduce safe products to the marketplace more quickly and efficiently."

Manufacturers work with UL to develop safer products and increase consumer confidence. To support the advancement of EV infrastructures, UL tests and certifies products and components such as electric vehicle large batteries, charging stations and power cord sets to the safety standards it publishes.

UL will test and certify eTec's Level Two charging systems and DC fast-chargers to its safety requirements, UL Subject 2594, and its standard for Safety of Electric Vehicle Charging System Equipment, UL 2202, respectively. These standards and requirements are used to assess the safety of the overall charging systems and interoperability of its components.

Once UL certified, Level Two plug-in systems will be installed in homes of the electric vehicles owners for overnight charging, as well as in many publicly accessible areas. The fast-charge stations, which are capable of charging an EV battery to 80 percent capacity in 15 to 20 minutes, will be installed in a variety of commercial venues in participating cities to further extend the range of electric vehicles.

ECotality's President and CEO Jonathan Read said, "Our goal is to facilitate simple, smart and effective transition to electrically-powered vehicles in the United States and around the world. I am very pleased to have UL join us in reaching that goal."

eTec's President and CEO Don Karner added, "This is an exciting and pivotal time in the EV industry. UL's experience in ensuring the safety of consumers is critical to the success of The EV Project, and the successful launch and acceptance of electric transportation."

The EV Project will collect data that will allow project partners to analyze vehicle use in diverse topographic and climatic conditions, evaluate the effectiveness of charge infrastructure, and test revenue systems for commercial and public charge infrastructure. For more information about The EV Project, 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.

About Underwriters Laboratories

UL is an independent product safety certification organization that has been testing products and writing Standards for Safety for more than a century. UL evaluates more than 19,000 types of products, components, materials and systems from more than 66,000 manufacturers' each year. In total, there are more than 20 billion UL Marks appearing on products worldwide. UL's global family of companies and network of service providers includes 68 laboratory, testing and certification facilities serving customers in 102 countries. For more information, visit: <http://www.ul.com/electricvehicle>.

###

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.