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ECOtality, PGE, and State Of Oregon Showcase 'The EV Project'

EV Project Open Houses in Albany and Portland

PHOENIX – April 9, 2010 – ECOtality, Inc. (OTCBB: ETLE), a leader in clean electric transportation and storage technologies, in partnership with [Portland General Electric \(NYSE:POR\)](#) and the state of [Oregon](#), has completed its first Oregon open houses in Albany and Portland this week showcasing [The EV Project](#). The events and cooperative discussions involved a wide range of area stakeholders interested in supporting this largest-ever rollout of electric vehicle infrastructure in the nation.

Starting this year, The EV Project will install electric vehicle chargers at hundreds of sites in Oregon as part of a \$99.8 million Recovery Act grant through the [U.S. Department of Energy](#). With a match from partners, The EV Project has a total value of more than \$200 million, and will support electric vehicles with home-base, commercial and public chargers in major markets in five states: Oregon (Portland, Salem, Corvallis and Eugene), Washington (Seattle area), Arizona (Phoenix & Tucson metropolitan areas), California (San Diego) and Tennessee.

With permission from the vehicle owners, the charge stations will gather valuable information about electric vehicle driver needs, and will ultimately guide how a robust EV infrastructure will be formed throughout the United States.

The objective of the Oregon open houses was to introduce city, county, and facility staff members and other interested parties to The EV Project, share information about EV charging stations, and obtain feedback on draft Deployment Guidelines. These Deployment Guidelines will provide information on the planning, design, and inspection of charging stations.

For those property owners who purchase a zero-emissions Nissan LEAF and qualify to participate in The EV Project, publicly available charging equipment and most installation costs will be covered by the grant. The EV Project, with the participation of ECOtality and its subsidiary, eTec (the Electric Transportation Engineering Corporation), PGE, Nissan - and more than 40 other project partners - will provide valuable information to the U.S. Department of Energy, as well as car and equipment manufacturers. To experience the same kinds of information discussion in the open houses, and for more general information about the project, please visit www.theevproject.com.

For details on how to purchase a LEAF, please visit www.nissanusa.com/leaf-electric-car.

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.

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.