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ADVISORY

ECOtality, Inc. to Host Investor Conference Call

Will Discuss Q1 Financial Results, Provide Shareholder Update

TEMPE – Tuesday, May 18, 2010 – ECOtality, Inc. (OTCBB: ETLE), a leader in clean electric transportation and storage technologies, will hold an investor conference call this afternoon, Tuesday, May 18, 2010 at 4:30 p.m. EDT to discuss financial results for First Quarter 2010 and to provide operational updates for shareholders and the investment community.

Interested parties may participate in the conference call by dialing 1-877-941-8418 or 1-480-629-9809 for international callers. Please call 5 to 10 minutes prior to 4:30 (EDT). When prompted, ask for the "ECOtality Shareholder Update and First Quarter Ended March 31, 2010 Financial Results Call."

A telephonic replay may be accessed approximately two hours after the call, through May 25th, by dialing 1-800-406-7325 or 1-303-590-3030 for international callers and entering the replay access code 4303971. The teleconference will be webcast simultaneously on the ECOtality website at www.ecotality.com/investors.

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.