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ECOtality, Inc. to Participate In Arizona Public Service and Department of Energy Advanced Hydrogasification Project

Project will explore the use of Hydrality™ for large-scale production and storage of hydrogen

SCOTTSDALE, Ariz., October 16, 2007 – ECOtality, Inc. (OTC BB: ETLY), a technology innovator that develops and commercializes eco-friendly technologies, announced today that it will participate in the Arizona Public Service (APS) Advanced Hydrogasification Project (AHP). APS, Arizona's largest public utility company, has previously received \$8.9 million in funding for this pilot project from the U.S. Department of Energy (DOE). The objective of this partnership is to investigate the use of Hydrality™ – an on-demand hydrogen production and storage technology – to support APS' hydrogasification efforts to deliver "clean" electricity to the public. The Hydrality testing is currently estimated to commence early 2008.

The AHP program is a collaborative project among APS and industry partners, including the DOE National Energy Technology Laboratory (NETL), to develop an economical process of producing substitute natural gas (SNG) from coal without the release of carbon dioxide, a known greenhouse gas. The APS project will use hydrogen to react with coal in a high temperature and pressure reaction that ultimately produces methane that can be injected into existing natural gas pipelines. Specifically aimed at supporting the AHP hydrogasification efforts, the project will conduct testing to evaluate the process kinetics and reactor dynamics of ECOtality's Hydrality process for large-scale hydrogen production and storage applications.

"In the process of researching and developing the Hydrality technology, we have identified several additional applications for Hydrality that include stationary use, remote power, back-up power systems, and large scale industrial and utility use," said Jonathan Read, president and CEO, ECOtality, Inc. "Our invitation to participate with APS and DOE/NETL in the AHP project expands the developmental scope of Hydrality beyond transportation into large-scale utility power applications."

ECOtality's Hydrality™ addresses the commercialization issues facing hydrogen fuel cell technologies by storing and producing hydrogen on-demand — using magnesium and water. Hydrality is a proprietary technology of ECOtality that is currently being researched, developed and tested by NASA Jet Propulsion Laboratory (JPL), Arizona State University, Green Mountain Engineering and Airboss Aerospace, Inc.

"Through extensive testing and analysis of Hydrality, we have discovered that the system also has tremendous potential for the storage of hydrogen to support industrial processes like coal hydrogasification and renewable energy storage," said Don Karner, Hydrality project manager and president, Electric Transportation Engineering Corporation (ETEC). "As we strive to find more cost-effective ways to meet our nation's growing demand for electricity while reducing greenhouse gas emissions, participation in the AHP project allows us to further evaluate and refine Hydrality while exploring additional uses in process and utility industries."

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 and applications specifically aimed at addressing today's global energy challenges. Through strategic partnerships, ECOtality applies scientific knowledge and creates green energy technologies.

ECOtality is focused on bringing innovative eco-friendly concepts to practical commercialization through the acquisition, partnership and development of early- to mid- stage renewable energy technologies. With strategic partnerships and an aggressive developmental model, the company strives to accelerate the market applicability of clean technologies and related applications 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.