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ECOtality's Fuel Cell Store Announces Winners of 2007 International Youth Fuel Cell Competition (IYFCC)

German Team Wins Three of Six Events

SCOTTSDALE, Ariz. – October 18, 2007 - Fuel Cell Store (www.fuelcellstore.com), the leading international online retailer of fuel cell products and organizer of the 2007 International Youth Fuel Cell Competition (IYFCC), today announced the winners of the 2007 IYFCC. The competition held October 15-17, 2007 in conjunction with the 2007 Fuel Cell Seminar & Exposition in San Antonio, Texas, featured seven teams that represented Germany, India, Japan, and the United States.

The main events of the 2007 IYFCC were the Academic Bowl, which tested participants on technical knowledge of fuel cell technologies; the Fuel Cell Lift Competition, which challenged participants to build a model fuel cell powered fork lift; and the Fuel Cell Model Car Competition, which challenged participants to build and race a model fuel cell car. The winner of the Academic Bowl was Team 3, from India, (comprised of Ashwinderjit Kaur Bhatti and Avneet Kaur Narang). The winner of the Fuel Cell Lift Competition was Team 1, from the United States, (Erica Von Stein and Paul Rosenberger), and the winner of the Fuel Cell Model Car Race Competition was the team from Germany (Manuel Kochen and Moritz Greif).

Other winners from the 2007 IYFCC include:

- The Engineering Design Award for Model Fuel Cell Car - Team Germany (Manuel Kochen and Moritz Greif)
- The Engineering Award for Fuel Cell Lift - Team Germany (Manuel Kochen and Moritz Greif)
- The Ovonics Hydrogen Storage Award for Innovative Hydrogen Storage Design– Teams 1, 2, and 3 of India combined (Supreet Kapoor and Jasleen Kaur Brar, Gursimran Singh Bawa and Ruskin Singh Bhasin, Ashwinderjit Kaur Bhatti and Avneet Kaur Narang).

“The 2007 International Youth Fuel Cell Competition was a huge success as participants from across the world gathered this week to showcase their knowledge and application of hydrogen fuel cell technology,” said Kay Larson, director, IYFCC. “As fuel cells have immediate commercial applicability with lift trucks and heavy materials handling, the IYFCC fork lift competition tasked participants to overcome the same challenges that are being faced by the major fuel cell manufacturers today. As the major international fuel cell competition, the IYFCC fosters students across the world to critically think about and apply cutting edge alternative energy technologies and highlights the emerging role that fuel cells can and will have for our immediate future.”

The seven teams of the 2007 IYFCC consisted of: Team Germany (Manuel Kochen and Moritz Greif); Team Japan (Takuya Kageyama and Shunsuke Tanabe); Team 1 of the United States (Erica Von Stein and Paul Rosenberger), Team 2 of the United States (Nick Phillips and Patrick Fenelon); Team 1 of India (Supreet Kapoor and Jasleen Kaur Brar) Team 2 of India (Gursimran Singh Bawa and Ruskin Singh Bhasin), and Team 3 of India (Ashwinderjit Kaur Bhatti and Avneet Kaur Narang).

The 2008 International Youth Fuel Cell Competition will take place October 27-31, 2008, in conjunction with the 2008 Fuel Cell Seminar and Exposition, held at the Phoenix Convention Center in Phoenix, Arizona. For more information about the competition, visit www.iyfcc.com.

About Fuel Cell Store (www.fuelcellstore.com)

Fuel Cell Store, based in Scottsdale, Arizona with a distribution center in Boulder, Colorado, is a subsidiary company of ECOTality, Inc. (OTC BB: ETLY) that distributes, manufactures, and sells a comprehensive range of fuel cell products including fuel cell stacks, systems, component parts and educational materials. The company is a leading online marketplace for fuel cell related products and technologies, and offers consulting services, workshops and conferences for the fuel cell industry. Currently, the company also hosts online sites for distributors in Japan, Russia, Italy and Portugal. For more information, please visit www.fuelcellstore.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.

