



A renewable energy development company

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ECOtality's Fuel Cell Store Awarded U.S. Department of Energy Contract

Fuel Cell Store to be official vendor of fuel cell kits for U.S. DOE National Science Bowl®

SCOTTSDALE, Ariz. – September 5, 2007 – ECOtality, Inc. (OTC BB: ETLY – www.ecotality.com), a technology innovator that addresses the global energy challenge by developing and commercializing eco-friendly technologies, today announced that the U.S. Department of Energy (DOE) has awarded Fuel Cell Store (www.fuelcellstore.com), a subsidiary company of ECOtality, the sole contract to provide hydrogen fuel cell kits for the 2007 U.S. Department of Energy National Science Bowl®. The contract awards Fuel Cell Store, a leading online retailer for the fuel cell industry, up to \$138,000 to provide technical support and hydrogen fuel cell kits for the competition.

“We are very proud to be the official supplier of hydrogen fuel cell kits for the U.S. Department of Energy National Science Bowl for the fourth year in a row,” said Kathleen Quinn Larson, founder of Fuel Cell Store and Director of the International Youth Fuel Cell Competition. “This is one of the most important fuel cell competitions in the world and this contract continues to validate our position as the premier fuel cell supplier to educational and government institutions.”

The U.S. Department of Energy National Science Bowl® is a nationwide academic competition for middle and high school students that tests students' knowledge in all areas of science. The featured event at the National Finals, the Hydrogen Fuel Cell Model Car Challenge, invites students to design, build, and race model cars using the hydrogen fuel cell kits designed and manufactured by Fuel Cell Store in partnership with H-tec, a German fuel cell company. This competition also provides hands-on experience to the students in the automotive design process and with hydrogen fuel cell technology.

“Through ECOtality, the Fuel Cell Store is able to proceed with its expansion plan as the preeminent designer and manufacturer of fuel cell technologies for the educational and scientific sectors,” said Jonathan Read, President and CEO, ECOtality, Inc. “As hydrogen continues to move into the mainstream as a renewable fuel source, growth in the fuel cell market will continue through increasing research and development funding and investments.”

Fuel Cell Store, based in Boulder, Colorado, 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. The official hydrogen fuel cell kit for the Department of

Energy National Science Bowl® will be available to the public in November exclusively through Fuel Cell Store.

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

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

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