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ECOtality Introduces Blink DC Fast Charger

The Fastest, Intuitive EV Charging Station Available

EV drivers can charge quickly and smartly on the go

DETROIT – Wednesday, October 13, 2010 – ECOtality, Inc. (NASDAQ:[ECTY](#)), a leader in clean electric transportation and storage technologies, today unveiled the newest addition to the Blink Network product line of electric vehicle (EV) charging stations, the Blink DC Fast Charger. The DC Fast Charger delivers the fastest EV charging rate currently available and is capable of providing a full charge in less than 30 minutes. With plans to install more than 155 charging stations, the DC Fast Charger will play a key role in electrifying major transportation corridors within The EV Project.

“The Blink DC Fast Charger breaks the conventional theories behind EV charging by providing drivers the option to charge at common commercial locations in under a half hour,” said Jonathan Read, CEO of ECOtality. “The EV infrastructure that we are creating through the Blink Network will allow EV owners to drive anywhere, without limitations. DC Fast charging is integral to this initiative, as it allows drivers to fully charge in an efficient manner, or ‘top-off’ as needed, without time constraints.”

EV Charging Made Easy

Ideal for commercial installations, the Blink DC Fast Charger incorporates quick and easy-to-use options for consumers, while maximizing business opportunities, beneficial to commercial hosts. ECOtality worked with frog design, a world-class innovation firm, to create the charging stations.



“The DC Fast Charger offers the same simplicity, ease-of-use, and timeless design presented in the Blink family of commercial and residential chargers, enhancing ECOtality’s robust charging network that is key to helping consumers adopt an EV lifestyle,” said Paul Bradley, Executive Creative Director for frog design.



Charge Safely and Intelligently

The Blink DC Fast Charger is outfitted with two CHAdeMO compliant electric vehicle charging connectors, which are used on fast-charge-capable electric vehicles worldwide. The connectors prevent accidental disconnection, and include intuitive connector docking for protection and storage. Safe in wet or dry use, the cables and connectors can withstand being driven over by a vehicle. Utilizing ECOtality's patented sequential charging technique, the Blink DC Fast charger's dual port design allows two cars to plug in at the same time. When one EV completes charging, or finishes a programmed charge, charging will automatically begin on the other.

An internal meter is included to support energy usage data evaluation, AMI Interface and Smart Meter capability allows for demand response and energy management. The DC Fast Charger is also capable of handling multiple input current settings to conveniently accommodate electric service capabilities.

The Blink Network

As part of an interconnected network of Blink charging stations, the Blink DC Fast Chargers offer drivers a variety of features to ensure the best charging experience. Two color touch-screen interfaces provide information on charge status, statistics and cost, convenient payment options and billing information, and connects to the Blink Network web portal for further information delivery. The built-in programmable start/stop timing functions as well as the capability for reservation systems allow for increased time-savings.

Through the Blink Network Smartphone Application users are able to locate charging stations and receive directions via GPS navigation. Users are also able to check on charge status remotely and receive completion or interruption of charge notifications that are sent to the phone.

Maximizing Business Potential

Businesses will be able to take advantage of advertising opportunities available through the Blink Network. Each Fast Charger is outfitted with a 42" LCD display, and Blink Network media content can be both tailored to specific markets and broadcast nationally across Blink Network charger locations. Additionally, the chargers offer retailers the ability to develop coordinated campaigns to display relevant content and promotions, extending the consumer experience.

The exterior treatments and graphics are customizable and allow commercial hosts to rebrand according to their specifications. In creating the Blink Network, ECOtality worked with Landor, a strategic consulting and design firm, to craft an easily recognizable, yet customizable brand.

"The retail sector will play a large role in encouraging the consumer adoption of electric vehicles," added Don Karner, President of ECOtality North America. "The Blink DC Fast Charger offers the features that will attract consumers and commercial partnerships and build a rich network of charging stations. ECOtality is thrilled to be developing and deploying the products that will lead the EV industry to success."

ECOtality will begin to deploy Blink DC Fast Chargers through partners of The EV Project at commercial locations as early as March 2011.

As project manager for The EV Project, ECOtality is supervising the construction of the largest deployment of EV infrastructure to date. The \$230 million public-private initiative is funded with a \$114.8 million grant from the U.S. Department of Energy through the American Recovery and Reinvestment Act (ARRA). The EV Project includes 16 cities and major metropolitan areas in six states, and will result in the installation of approximately 15,000 charging stations in 2011.

Additional information about the DC Fast Charger is included in the product spec sheets, available for download on the new Blink website: www.blinknetwork.com.



About ECOtality, Inc.

ECOtality, Inc. (NASDAQ:ECTY), headquartered in San Francisco, California, 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.

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