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NovaCharge Partners With Car Charging Group, Inc.

NovaCharge, LLC, Expands EV Charging Partner Network to Enable Sales of the ChargePoint System to Municipalities and Private Enterprise

TAMPA, FL--(Marketwire - 01/14/10) - NovaCharge, a leader in the deployment of EV Charging infrastructure, is pleased to announce a reseller agreement with Car Charging Group, Inc. (OTC.BB:CCGI), a company at the forefront of accelerating the transition from gas-powered automobiles to electric vehicles (EV) by owning, providing, and maintaining conveniently located car charging stations that will be compatible with all EVs.

Car Charging is positioning itself to become a leading provider and servicer of electric car charging stations to building owners, parking garages, municipalities, sporting venues and ultimately to provide the ability for the electric vehicle owner to have charging services in public areas. It is the intention of the Company to provide and install ChargePoint Network(SM) Charging Stations at various public locations nationwide at no cost to the landowner.

"With the mass rollout of electric vehicles beginning in late 2010, Car Charging intends to provide a service whereby the public will be able to recharge their electric vehicles at convenient locations. Companies such as Tesla, Fisker, GM, and Nissan are already introducing their lines of EVs," said Andy Kinard, President of Car Charging Group, Inc. "Together with NovaCharge, we will ensure that EV charging stations will be conveniently available to owners of all electric vehicles wherever they operate."

To establish convenient locations, Car Charging Group intends to enter into partnership agreements with building owners, parking garages, municipalities and sporting venues. Additionally, the Company has initiated negotiations with several large Florida municipalities to install electric car charging stations throughout their property, pursuant to a negotiated revenue sharing agreement.

About NovaCharge

NovaCharge enables a smart charging infrastructure for plug-in Electric Vehicles by providing a seamless, scalable, reliable and cost-effective solution from Coulomb Technologies known as the ChargePoint(SM) Network. Together, we are committed to providing an exceptional user experience for the owner's of plug-in Electric Vehicles. NovaCharge provides sales, installation, commissioning and support for the

ChargePoint(SM) Network. With our network of Coulomb Technologies co-partner channels we can offer these products and services around the world. Through our growing network of re-sellers and installation partners, NovaCharge can deliver the critical services necessary to ensure the deployment of a high quality EV infrastructure for Government, Private Enterprise, and Electric Utility customers.

About Car Charging Group, Inc.

Car Charging Group, Inc is in the business of owning, providing and servicing electric car charging stations to building owners, parking garages, municipalities, sporting venues. The Company is based in Miami Beach, Florida. Car Charging plans to initially launch its service in the South Florida market with the intent to expand both nationally and internationally over time.

Forward-Looking Statements

This press release contains statements, which may constitute "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act. The Private Securities Litigation Reform Act of 1995 (PSLRA) implemented several significant substantive changes affecting certain cases brought under the federal securities laws, including changes related to pleading, discovery, liability, class representation and awards fees and of 1995. Those statements include statements regarding the intent, belief or current expectations of Car Charging Group, Inc., and members of its management as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. The Company undertakes no obligation to update or revise forward-looking statements to reflect changed

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