

## **ATTITUDE DRINK COMPANY FORMS SCIENTIFIC ADVISORY BOARD**

*Palm Beach Gardens, Florida—02/01/10* -- Attitude Drinks Inc. announced today that it has formed a Scientific Advisory Board comprised of leading scientists, medical, and nutritional consultants to help guide the company as it develops its functional milk based products for athletes of all ages.

This exceptional Scientific Advisory Board is lead by Dr. Jeffery Stout, PhD, FNSCA, CSCS who will serve as the board's chairman. Dr. Stout is one of the premier sports scientists and a regular speaker nationally and internationally on the subject of sports and exercise nutrition. In addition, Dr. Stout has published over a 100 research studies and 7 books on nutrition, exercise, and body composition. Joining Dr. Stout on this SAB are: Dr. Hector Lopez, MD, FAAPMR, CSCS who is nationally recognized for applying his diverse background in nutrition, exercise science, sports, musculoskeletal medicine, endocrinology, and metabolism. He is credited for improving, not only the health and quality of life in his patients, but also athletic performance in recreational and elite athletes. Marie Spano, MS, RD, FISSN, CSCS is a sports nutritionist who helps professional athletes with their nutrition game plan. Marie also works in nutrition communications and has written hundreds of magazine and trade publication articles and appeared on NBC, Fox, CBS and ABC affiliates throughout the East Coast.. Dr. Martha Garcia, PharmD, JD is a practicing hospital pharmacist and consultant to nutrition companies regarding structure and functional claims. This board will be extremely helpful in communicating the scientific benefits of Attitude Drinks Company's new functional milk drinks.

Roy Warren, CEO of Attitude Drinks, Inc., stated, "Phase III Recovery is our first milk functional drink offering and we know that our new Scientific Advisory Board will be influential in explaining its unique features to consumers and the trade. We are also excited to tap into the Board's extensive training, experience and relationships to maximize and communicate the benefits of the next functional milk drinks we currently have under development."

When asked to explain why the SAB members chose to team up with Attitude Drink, Inc., Dr. Stout said "Attitude Drink Company, Inc. is a business that is committed to quality, innovation, and integrity."

### About Attitude:

Attitude Drinks, Inc. is an innovative, beverage brand development company with a focus on functional milk ready-to-drink (RTD) beverages. Phase III Recovery is our first functional milk drink and exploits recent scientific evidence of the benefits of milk and protein as an exercise recovery aid. The February 2010 launch of Phase III marks the first time milk has been used in a sports drink of any kind. We are finalizing development of new functional milk drinks targeting weight management and younger consumers which utilize the same processing technology used in Phase III for launch in Q-3 2010. For more information visit [www.attitudedrinks.com](http://www.attitudedrinks.com)

This news release contains forward looking statements within the meaning of the Securities Litigation Reform Act. The statements reflect the Company's current views with respect to future events that involve risks and uncertainties. Among others, these risks include the failure to meet schedule or performance requirements of the Company's contracts, the Company's liquidity

position, the Company's ability to obtain new contracts, the emergence of competitors with greater financial resources, and the impact of competitive pricing. In the light of these uncertainties the forward-looking events referred to in this release might not occur.

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