

FOR IMMEDIATE RELEASE:

**Attitude Drinks Inc. (ATTD) Announces Distribution Agreement with High Five Distributors.**

**Phase III Recovery® shipping today for initial New York launch.**

**Palm Beach Gardens, FLA: March 17, 2010** – Attitude Drinks Incorporated (ATTD) announced today that Phase III ‘Recovery’® will be distributed by High Five Distributors, a company that currently services 3,000 retail stores within the New York Metro Area. High Five Distributors is the master distributor for Power Ball Energizing Juice. The initial shipment of Chocolate flavored Phase III occurs today, March 17, 2010. Vanilla Flavored Phase III will be available for shipment in spring of 2010.

Steven Torres, president of High Five said; “We are elated at the addition of Phase III Recovery to our portfolio. We are well positioned in the NYC market place and will utilize our leverage to access an array of retail channels with what we feel is the most innovative protein enhanced RTD on the market.”

“We are thrilled to be working with High Five Distributors to introduce this revolutionary sports recovery drink in New York City. Their strong presence and momentum in the New York Metro area provides an entry for us into a market saturated with “early adopter” consumers seeking truly innovative methods to maximize the results of extreme effort,” commented Roy Warren, CEO of Attitude Drinks, Inc..

**About Attitude Drinks**

Attitude Drinks, Inc. is an innovative, beverage brand development company with a focus on functional milk ready-to-drink beverages. Phase III ‘Recovery’® is the company’s first, functional milk drink exploiting 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 a sports drink has been formulated from real milk. Attitude is finalizing the development of new functional milk drinks, targeting weight management and younger consumers which benefits from the same processing technology utilized 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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