

FOR IMMEDIATE RELEASE:

Attitude Drink Company Begins Trading on the OTC Bulletin Board Under the Symbol ATTD

NORTH PALM BEACH, FLA: June 19th, 2008—Attitude Drink Company, Inc. (OTCBB: ATTD), a beverage brand development and manufacturing company, announced that effective at the open of market today, it will begin trading on the OTC Bulletin Board under the ticker symbol “ATTD.” Buckman, Buckman and Reid, Inc., a registered broker-dealer, will serve as the initial market maker for the Company.

“Having just launched our first functional energy drink, Vis Viva™, as our flagship brand, we are delighted to provide public access to our shares and corporate information. As a fully reporting company on the OTC Bulletin Board, we also provide greater transparency and liquidity to attract both individual and institutional investors to the Company,” commented Roy Warren, president and CEO of Attitude Drink Company Inc. “We look forward to updating the financial community as we reach key milestones and implement our growth strategy to enhance shareholder value.”

About Attitude Drink Company, Inc.

Attitude Drink Company, Inc. is an innovative beverage brand development and marketing company focused on introducing nutritional, functional and experiential beverages nationwide. The Company is developing a line of uniquely fortified and formulated functional beverages that offer consumers, retailers and distributors numerous advantages over traditional soft drinks and non-carbonated beverage brands. Attitude’s first commercial beverage Vis Viva™ ‘Living Force Energy’ began marketing throughout the NHRA motor sports community in the first quarter of 2008. For more information on the Company, visit <http://www.attitudedrinks.com/>.

Safe Harbor Statement: The Private Securities Litigation Reform Act of 1995 provides a "Safe harbor" for forward-looking statements. Certain of the statements contained herein, which are not historical facts, are forward-looking statements with respect to events, the occurrence of which involved risks and uncertainties. These forward-looking statements may be impacted, either positively or negatively, by various factors. Information concerning potential factors that could affect the company is detailed from time to time in the company's reports filed with the Securities and Exchange Commission.

CONTACT

Attitude Drink Company
Roy G. Warren, President & CEO
877-799-5053
Roy@attitudedrinks.com
www.attitudedrinks.com

###