

FOR IMMEDIATE RELEASE:

Attitude Drinks, Inc. Opens Up Retail Accounts in the New York Metro Area

PALM BEACH GARDENS, FLA: June 26th, 2008 – Attitude Drinks Incorporated, (OTCBB: ATTD), an innovative beverage brand development and marketing company, announced today that their flagship brand, Vis Viva™ 'Living Force Energy', is now authorized in over 200 Duane Reade® drug store outlets in the New York metro area.

"Duane Reade® is recognized as one of the most innovative and insightful food and drug chains in the country. We are proud to be showcasing our flagship brand, Vis Viva™, at Duane Reade® and believe we will enjoy a long and mutually rewarding relationship as we grow our business together," commented Roy Warren, President and CEO of Attitude Drinks Incorporated.

"As a health and wellness destination for New Yorkers, Duane Reade® is pleased to provide its customers with the new health-conscious energy drink, Vis Viva™ 'Living Force Energy,'" said Chuck Newsom, Senior Vice President of Store Operations for Duane Reade. "We are excited to carry this product on our shelves as it fits perfectly into our beverage category, and enables us to offer New Yorkers with even more healthy alternatives."

About Attitude Drinks Incorporated

Attitude Drinks Incorporated 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 brand, Vis Viva™ 'Living Force Energy', is an experiential drink featuring IQZOL™, a proprietary complex delivering a feeling of increased focus and enhanced clarity with no jitters and no crash. 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.

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