

FOR IMMEDIATE RELEASE:

Attitude Drinks Incorporated Announces E-Commerce Capability

PALM BEACH GARDENS, FLA: June 30, 2008 – Attitude Drinks Incorporated, (OTCBB: ATTD), an innovative beverage brand development and marketing company, announced today the launch of their e-commerce online products purchase system, available for consumers on the Attitude Drinks website, www.attitudedrinks.com. Vis Viva™ ‘Living Force Energy’, the company’s first-to-launch brand, is now available online in 6-pack, 12-pack and 24-pack configurations.

“After much expressed interest, we are excited to offer Vis Viva™ to on-line consumers. Vis Viva™ is a product for many different use occasions, and this bulk purchase option provides customers with the ability to enjoy Vis Viva™ at any time of the day, without having to leave their homes or offices,” commented Roy Warren, President and CEO of Attitude Drinks Incorporated.

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 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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