

Attitude Drinks Incorporated Acquires Intellectual Properties

Wednesday August 20, 8:00 am ET

PALM BEACH GARDENS, Fla., Aug. 20 /PRNewswire-FirstCall/ -- Attitude Drinks Incorporated (OTC Bulletin Board: [ATTD](#) - [News](#)), a beverage brand development and marketing company, announced today the acquisition of a portfolio of intellectual properties previously owned by Republic Financial Corporation of Aurora, Colorado. Most notably, this includes the Slammers and Blenders brands, two proven successful names. The ownership of these intellectual properties for Attitude Drinks Incorporated was effective August 8, 2008.

Steve Jennings, Executive Vice President of Marketing and Innovation for Attitude Drinks, commented, "By acquiring this portfolio of well-known, consumer accepted functional beverage trademarks that have benefited from millions of dollars of brand building investment, we can accelerate the 'speed to market' of our current functional milk and milk-based beverage innovation pipeline."

"We are pleased to be partnering with Attitude Drinks," says Republic Financial Corporation CEO Randy Dietrich. "These brands were developed by a very talented team and we believe that Attitude Drinks is prepared to take them to the next level as market leaders."

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(TM) 'Living Force Energy,' is an experiential drink featuring IQZOL(TM), a proprietary complex delivering a feeling of increased focus and enhanced clarity with no jitters and no crash. For more information on the company, please 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. Those 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 Drinks Incorporated
Roy G. Warren, President and CEO
10415 Riverside Drive
Suite 101
Palm Beach Gardens, FL 33408
877-799-5053
Roy@attitudedrinks.com
www.attitudedrinks.com