

FOR IMMEDIATE RELEASE:

Attitude Drinks completes functional milk beverage innovation to launch spring '09 in New York Metro area.

Palm Beach Gardens, FLA: April __, 2009 -- Attitude Drinks Incorporated (OTCBB:ATTD) announced today that building upon decades of experience in the formulation, production, marketing and sales of milk and dairy based drinks, the management team will launch two unique and innovative milk drinks. Recognizing the increasing consumer demands for healthy, convenient and functional beverages, these formulations deliver the benefits of milk, using technology and science never before introduced in the beverage industry.

Phase III™ 'Recovery' will be introduced to address the growing need for sophisticated, exercise recovery solutions. Designed to exploit the scientific evidence favoring low fat, chocolate milk as a highly efficient sports recovery drink, Phase III™ provides a research proven, targeted solution. Formulated with a focus on delivering the most effective protein to carbohydrate ratio in addition to measured levels of recovery enhancing vitamins and minerals, Phase III™ is the first protein drink utilizing "Mother Nature's most perfect food" in delivering this function.

Just!™ 'Metabolic Health' targets consumers interested in achieving improved metabolic health. Recently announced scientific studies indicate that significant health benefits, including weight management and heart health, are derived from improved metabolic health. Attitude Drinks will introduce Nutraceutical Discoveries' all natural formulation, Innutria™, exclusively, in this fat free, no sugar added, chocolate milk drink. Just!™ has been formulated using ingredients naturally found in milk to deliver features proven to provide the benefits of fat burn and reduction of oxidative and inflammatory heart stress.

Phase III™ and just!™ are packaged in new, state of the art, eco-friendly convenient re-sealable bottles containing shelf stable 14.5 oz. and 8 oz. functional milk drinks, respectively. These products can be stored, distributed and retailed at room temperature, making them available to traditional beverage distribution systems. The national roll out of just!™ and Phase III™ will begin in Spring of '09 with a launch in the New York Metro area, where the products will be distributed by Exclusive Beverage Distribution. Dr. Michael Zemel, founder of Nutraceutical Discoveries, will be featured in a Public Relations rollout effort combined with a highly integrated marketing program focused on cause-based, grassroots and market centered sampling initiatives. These great tasting drinks deliver on the science and convenience demanded by American consumers today, while representing the very latest in milk processing technology and scientific study.

About Attitude Drinks Incorporated

Attitude Drinks Incorporated is an innovative, beverage brand development and marketing company with a focus on introducing healthy, scientifically advanced functional beverages. The company's first drink, Vis Viva™, enjoyed a May 2008, New York Metro launch and features Attitude's proprietary and healthful energy formulation. The company's seasoned management team, with extensive experience in developing and marketing milk drinks, has forged alliances with strategic partners in the dairy and beverage industry to develop state-of-the-art, functional milk drinks. 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 involves 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 Exchange Commission.

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