

Press Releases

FOR IMMEDIATE RELEASE:

Attitude Drinks announces latest research supporting claims behind just! 'Metabolic Health'. Studies show key ingredient burns 300 calories per day.

Palm Beach Gardens, FLA: April 23, 2009 – Attitude Drinks Incorporated (OTCBB:ATTD) announced today the recent presentation of latest scientific study validating health claims behind just! 'Metabolic Health'™, Attitude Drinks' functional milk drink to launch in Spring, 2009. Leading researcher, Dr. Michael Zemel, responsible for the development of Innutria®, a functional ingredient found in just!™, presented his latest clinical trial proving that one daily serving of Innutria® yielded a 300 calorie per day burn by individuals participating in the study. The strongest delivery of this ingredient to date occurs when blended with milk, as found in the formulation of just! 'Metabolic Health'™.

Dr. Zemel's presentation took place in New Orleans, LA at Experimental Biology on April 19, 2009. Specifically, the results showed the increase in fat oxidation (fat burn) of 1.4 grams per hour or 33.6 grams per day.

Roy Warren, CEO of Attitude Drinks Incorporated, commented, "This kind of ground breaking science is the basis for our functional milk drink innovation. We are delighted to be the first to make this important discovery available through our exclusive licensing agreement for Innutria® in dairy products."

For more information on just! 'Metabolic Health'™, please visit www.attitudedrinks.com.

FOR IMMEDIATE RELEASE:

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

Palm Beach Gardens, FLA: April 8, 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.

FOR IMMEDIATE RELEASE:

Attitude Drinks Incorporated announces partnership with Nutraceutical Discoveries, Inc. to create metabolic dairy beverage

PALM BEACH GARDENS, FLA: August 21, 2008 – Attitude Drinks Incorporated (OTCBB: ATTD), an innovative beverage, brand development and marketing company, announced today a partnership with Nutraceutical Discoveries, Inc., creator of Innutria™, to develop and introduce a cutting edge, functional dairy beverage with enhanced metabolic effects . This license agreement became effective August 19, 2008.

After many years of thorough, scientific study and clinical validation, Innutria™, a specific blend of naturally occurring ingredients, has been found to deliver powerful metabolic health benefits. “Partnering with Attitude Drinks Incorporated to develop a functional dairy beverage is a perfect fit for Innutria™,” commented Dr. Michael Zemel, PHD, inventor of Innutria™ and Director of the University of Tennessee Nutrition Institute. “Milk is a great vehicle for Innutria™. It already has the high nutrient density and low calorie density which is so important for healthy weight management. When you combine these with Innutria™, you have a knockout punch,” added Dr. Zemel.

Roy Warren, CEO of Attitude Drinks said, “During the last 11 years, I have monitored scientific developments relating to dairy and milk products with a view toward functional beverage development.

Dr. Zemel's work came to my attention when he first released his book 'The Calcium Key', and I became convinced he was leading an exciting trend relating to dairy calcium and metabolic health. Attitude Drinks, with our focus on functional branded beverages, is honored to partner with NDI and Dr. Zemel in launching this 'game changing' functional milk drink featuring Innutria™. This may be the most advanced functional drink ever introduced in the dairy sector!"

"Attitude brings everything we are looking for in a partner. They have a very strong management team with a proven track record in building a brand and successfully penetrating a beverage category," said NDI President, Curtis Jones. "The management team has always been an innovator in dairy and has made it clear to us their commitment to bring healthy beverages to consumers. We are very excited to form this new partnership with a company that shares our vision," stated Mr. Jones.

About Nutraceutical Discoveries, Inc.

Nutraceutical Discoveries, Inc., based in Knoxville, Tennessee, is a licensee of the University of Tennessee Research Foundation with exclusive worldwide rights to commercialize technologies developed at The University of Tennessee. NDI's mission is to discover anti-obesity and metabolic health activity in food compounds, develop new intellectual property (IP) from those discoveries and create products with anti-obesity and metabolic health properties for multiple targeted demographics.

FOR IMMEDIATE RELEASE:

Attitude Drinks Incorporated Acquires Intellectual Properties

Palm Beach Gardens, Florida – August 20, 2008 – Attitude Drinks Incorporated (OTCBB: ATTD), 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."

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.

FOR IMMEDIATE RELEASE:

Attitude Drinks Incorporated 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.”

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 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.

Contact

Roy Warren, CEO