

**A New Audio Interview Featuring Roy Warren, CEO of Attitude Drinks Incorporated, is now at SmallCapVoice.com**

**Attitude Introduces Milk Recovery Drink**

AUSTIN, Texas--(BUSINESS WIRE)—1/29/10--SmallCapVoice.com, Inc. announced today that a new audio interview featuring, Attitude Drinks Incorporated (OTCBB: ATTD) is now available. The interview can be heard here at <http://smallcapvoice.com/blog/1-28-10-audio-interview-with-attitude-drinks-incorporated-otcbb-attd/>.

Roy Warren, CEO of Attitude Drinks Incorporated, stated, “We are delighted to work with Small Cap Voice to introduce our corporate focus on Functional RTD milk. Phase III Recovery™ is our first milk introduction and represents years of development and research targeting Sports and Exercise Recovery. We are proud to announce that this revolutionary new milk beverage is the first of its kind using “state of the art” milk processing technology and scientific research regarding recovery aids. Phase III™ was produced for commercial sale for the first time this week and we are aggressively marketing it to the retailers, distributors, fitness centers and colleges and universities, many of whom have already expressed interest from pre-sale introductions.”

Mr. Warren continues on to state, “Phase III™ delivers 35 grams of protein in 14.5 ounces and is made from low fat milk with reduced sugar and lactose. The balance of 35 grams of milk protein and 36 grams of carbohydrates delivers the perfect combination to maximize sports recovery and increase protein synthesis. There are many other natural nutrients and minerals that work to support the recovery functionality of Phase III™ including the electrolytes and hydration attributes found naturally in our filtered milk. Because we do not add any protein or minerals to accomplish this blend, the nutrition panel is free of exotic supplements and the finished drink tastes like regular flavored milk, clearly superior to any other protein drink on the market today.”

**About Attitude:**

Attitude Drinks, Inc. is an innovative, beverage brand development company with a focus on functional milk ready-to-drink (RTD) beverages. Phase III Recovery is our first functional milk drink and exploits recent scientific evidence of the benefits of milk and protein as an exercise recovery aid. The February 2010 launch of Phase III marks the first time milk has been used in a sports drink of any kind. We are finalizing development of new functional milk drinks targeting weight management and younger consumers which utilize the same processing technology used in Phase III for launch in Q-3 2010. For more information visit [www.attitudedrinks.com](http://www.attitudedrinks.com).

SmallCapVoice.com is a recognized corporate investor relations firm, with clients nationwide, known for its ability to help emerging growth companies build a following among retail and institutional investors. SmallCapVoice.com utilizes its stock newsletter to feature its daily stock picks, audio interviews, as well as its clients' financial news releases. SmallCapVoice.com also offers individual investors all the tools they need to make informed decisions about the stocks they are interested in. Tools like stock charts, stock alerts, and investor fact sheets can assist with investing in stocks that are traded on the OTC BB and Pink Sheets. To learn more about SmallCapVoice.com and their services, please visit <http://www.smallcapvoice.com/services.html>.

This news release contains forward looking statements within the meaning of the Securities Litigation Reform Act. The statements reflect the Company's current views with respect to future events that involve risks and uncertainties. Among others, these

risks include the failure to meet schedule or performance requirements of the Company's contracts, the Company's liquidity position, the Company's ability to obtain new contracts, the emergence of competitors with greater financial resources, and the impact of competitive pricing. In the light of these uncertainties the forward-looking events referred to in this release might not occur.

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