

Attitude Drinks Inc. Announces Sponsorship of Kelly Clark & Seth Wescott to Represent Phase III 'Recovery'®

Palm Beach Gardens, FL (March 16, 2010) – Attitude Drinks Inc. (ATTD)

announced today a partnership with Olympic snowboarding gold medalists Kelly Clark and Seth Wescott. Clark, a two-time Olympic medalist in halfpipe, is widely considered one of the greatest female representatives of the sport. The Vermont native has won every major snowboarding title and event in the history of the sport including the U.S. Open, Olympics, Winter X Games and others. Wescott, the first and only gold medalist in snowboardcross, is widely considered the sport's gold ambassador around the world. The Maine native is a four-time U.S. National champion, three-time World Championships medalist and eight-time Winter X Games medalist.

“The relationship with both high performance athletes as ambassadors for Phase III 'Recovery'® is a natural fit. Formulated to optimally address and enhance fitness performance, the excellence demonstrated by Seth and Kelly makes the partnership a perfect match,” commented Roy Warren, CEO of Attitude Drinks, Inc.

As described by Dr. Stout, chairman of the Attitude Drinks Inc. scientific advisory board, “Phase III Grade 'A' milk is loaded with nutrients that work together to form the perfect post-exercise drink that fulfills the 3 R's (rehydration, replenishment and rebuilding of muscle fibers).” The sponsorship of both athletes appropriately fits the innovative formulation and delivery of Phase III, providing a state-of-the art nutrition source for muscle recovery. Wescott was recognized in the Vancouver 2010 Olympics as 'recovering' from an upsetting preliminary run to finish with gold in the finals of this snowboardcross event. Clark, widely known for her innovative approach to halfpipe also perfectly represents the cutting edge technology and positioning of Phase III 'Recovery'®.

About Attitude Drinks Inc.:

Attitude Drinks, Inc. is an innovative, beverage brand development company with a focus on functional milk ready-to-drink beverages. Phase III 'Recovery'® is the company's first, functional milk drink exploiting 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 a sports drink has been formulated from real milk. Attitude is finalizing the development of new functional milk drinks, targeting weight management and younger consumers which benefits from the same processing technology utilized in Phase III for launch in Q-3 2010. For more information, visit www.attitudedrinks.com.

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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