

FOR IMMEDIATE RELEASE

**Attitude Drinks Inc. (ATTD) Announces Initial results from College Initiative. Reports Positive Responses Among Athletic Representatives of Colleges and Universities Testing Phase III Recovery®.**

**Palm Beach Gardens, FL: March 22, 2010** – Attitude Drinks Incorporated (ATTD) announced today an overwhelmingly positive response from leading college and university professionals in sports performance regarding Phase III Recovery®. Introductory letters announcing this new, innovative product were sent to four hundred eighty seven colleges and universities in fourteen states along the east coast. Attitude has received responses from forty eight schools thus far. The unanimously positive feedback was received from twelve of the fourteen states contacted. Among them are nationwide schools that were referred without receiving information directly from Attitude.

Erik Barkley, Head Athletic Trainer at Fredonia State University, commented “The fact that Attitude is offering a real milk alternative in the recovery drink market is outstanding, and the benefits of a 1:1 carbohydrate to protein ratio clearly hits the mark.”

Roy Warren, CEO of Attitude, stated “We are delighted to experience affirmation that Phase III fits the needs of college and university athletes of all levels and specialties. Phase III ‘Recovery’ was developed as Grade A Milk to enhance physical performance. Grade A Milk is a food rather than a supplement in terms of “standard of identity”. This resoundingly positive reaction and excitement from professionals in the field furthers our commitment in launching this brand”.

**About Attitude Drinks**

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](http://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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