

Attitude Drinks Inc. (ATTD) Announces Online Sales Feature for Phase III Recovery®

PALM BEACH GARDENS, FL--(Marketwire - 03/29/10) - Attitude Drinks, Inc. (OTC.BB:ATTD - News) today announced that Phase III Recovery® is now available for purchase online. Consumers may buy the drink via the internet by visiting <http://www.attitudedrinks.com/> and following links to the purchasing page.

"We are excited to enable consumers to make Phase III Recovery a staple in their daily fitness routine by purchasing online directly from their homes or offices. Building on the introduction into the New York metro area to health clubs, schools and retail outlets, we feel that consumers will find this to be a convenient way to adopt Phase III as a part of an efficiently active lifestyle," commented Roy Warren, CEO of Attitude.

Fourteen and one half ounce containers of Phase III Recovery® will be available for purchase in cases of twelve. The ability of the product to ship ambient, without refrigeration enables convenience in storing Phase III. Also important is the re-sealable feature allowing consumers to store any remaining milk in the refrigerator once the container has been opened.

Jack Shea, Executive Vice President of Sales at Attitude, commented, "With the immediate demand for Phase III witnessed through various product trials, we are thrilled to offer this convenient purchase option."

About Attitude:

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 outreach to younger consumers that will benefit from the same processing technology utilized in Phase III. For more information, visit <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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