

PALM BEACH GARDENS, FL--(Marketwire - 07/23/10) - *Attitude Drinks Inc.* (OTC.BB:[ATTDD](#) - [News](#)) announced today the appointment of Maximum Marketing as a sales brokerage company to cover the Midwest, Northeast and Southeast United States territories. Their initial focus will be on Phase III 'Recovery'®, Attitude's recovery drink currently sold in the New York Metro area and available online at [www.attitudedrinks.com](http://www.attitudedrinks.com).

Maximum Marketing is the largest, most successful independently owned regional brokerage company in the Midwest, Northeast and Southeast. Founded in 1991, the company's sixty five sales representatives have relationships with natural and specialty distributors, retail chains and independent stores.

Roy Warren, CEO at Attitude Drinks commented, "We are thrilled to be working with such an experienced and knowledgeable team and know that they will represent us well within the designated territories."

Jack Shea, Executive VP of Sales, said: "Maximum Marketing will present Phase III Recovery to Buyers and Category Managers at all major chain Supermarket, Drug and Mass Merchandisers. This exciting development will enable a dynamic multi-state launch for Phase III."

*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. 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.

## **Contact:**

**Contact:**

Attitude Drinks Incorporated  
Roy Warren  
CEO  
877-799-5053  
[roy@attitudedrinks.com](mailto:roy@attitudedrinks.com)  
<http://www.attitudedrinks.com>