

ZEVOTEK ANNOUNCES ALL-NEW IONIC BULB TV AD TO AIR NATIONWIDE

NEW YORK, MAY 4, 2010 (GLOBE NEWSWIRE) -- [Zevotek, Inc.](#), (OTCBB: [ZVTK.OB](#) and Frankfurt: [T5V1.F - News](#)), a worldwide direct marketer and distributor of innovative personal and home care items, today announced that the Company has produced a new 1 minute Ionic Bulb TV ad that will start airing nationwide on American television this week. Zevotek will start airing the ad on USA Network, TV Land, WGN, Fox Business News, National Geographic and others national cable channels. The new ad's presentation of the Ionic Bulb's air purifying and money saving benefits departs from typical infomercial pitches of "As Seen On TV" products. The ad is designed to support retail store sales of Zevotek Ionic Bulbs while giving viewers the immediate chance to buy Zevotek's Ionic Bulb at a special TV offer price. Viewers have the option of buying Zevotek Ionic Bulbs by calling an onscreen toll free number or going to [newionicbulb.com](#).

Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "I am excited to start airing the new Ionic Bulb TV ad and it's potential to penetrate an even wider audience. The Zevotek Ionic Bulb is a no brainer way to improve the quality of air that any family breathes at home everyday. I believe Zevotek's revenue growth will come from showing consumers who are unfamiliar with the Ionic Bulb what Ionic Bulbs do for people and the environment. The new ad is positioned to be part of a consumer awareness marketing campaign that supports planned sales of Ionic Bulbs through retailers and catalogs. You can see the new ad right now by visiting [zevo-tek.com](#) or [newionicbulb.com](#)."

About the Company:

Zevotek, Inc. plans to market and sell a range of innovative personal and home care items. Zevotek has a license to sell an energy saving compact fluorescent light bulb (CFL) named the Ionic Bulb, a light bulb designed for consumer use by combining the performance features of ionic air cleaning technology with those of a 10,000 hour reduced energy use compact fluorescent light bulb (CFL). The Company sells the Ionic Bulb through TV infomercials and the Internet and plans to market Ionic Bulbs through catalogs, magazines and major U.S. retail and specialty stores. The Company's 1 minute and 2 minute Ionic Bulb TV ads are designed to air on national cable channels, local broadcast channels and TV superstations. Zevotek directly sells the Ionic Bulb to consumers through <http://www.newionicbulb.com> and www.amazon.com.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: Forward-looking statements in this release with respect to the Zevotek, Inc.'s business, financial condition and results of operations, as well as matters of timing and effectiveness of marketing the Ionic Bulb are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements, including, but not limited to, certain delays beyond Zevotek, Inc.'s control with respect to market acceptance of their

products by consumers and retailers like CVS, whether financing will be available, the plans for Zevotek, Inc. to market and sell products as well as certain other risk factors which are and may be detailed from time to time in Zevotek, Inc.'s filings with the Securities and Exchange Commission.

This press release contains forward-looking statements. The words or phrases 'may,' 'intends,' 'expects,' 'estimate,' 'indicate,' 'plans,' 'anticipates,' 'could,' 'if,' 'will,' 'should' or similar expressions are intended to identify 'forward-looking statements.' Actual results could differ materially from those projected in forward-looking statements as a result of a number of risks and uncertainties. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. Zevotek, Inc. cautions readers not to place undue reliance on such statements. Unless otherwise required by applicable law, Zevotek, Inc. does not undertake, and Zevotek, Inc. specifically disclaims any obligation to update any forward- looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statement.

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