

## **ZEVOTEK ANNOUNCES IONIC BULB TV AD IS TOP RANKED**

NEW YORK, JUNE 16, 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 Infomercial Marketing Service (IMS) named Zevotek's Ionic Bulb TV ad as direct response advertising's most frequently seen household product TV ad for the week ended June 11, 2010. IMS is an independent infomercial industry watcher that monitors over 30,000 hours of paid television programming each month and publishes weekly rankings and authoritative data on direct response advertising. As the IMS top ranked household product, Ionic Bulb ads were more frequently seen than ShamWow, Tempur-Pedic and OxyClean. Zevotek's Ionic Bulb TV ad placed 5th overall in the IMS Top 50 direct response ad rankings for the week ended June 11, 2010, placing higher than many well-known TV infomercials, including Guthy-Renker's Proactiv Solution, Cash4Gold, 5-Hour Energy, BowFlex Home Gyms and NutriSystem products. Zevotek posts IMS rankings on [zevo-tek.com](#) and [newionicbulb.com](#).

Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "The June ad blitz we announced comes through loud and clear in the June 11 IMS report. The Ionic Bulb's top ranking among household products is powerful independent confirmation that Zevotek is using TV advertising to build consumer and retailer recognition of the Ionic Bulb. Major retailers like Wal-Mart, CVS and BJ Wholesale want to know Zevotek's TV advertising supports Ionic Bulbs placed on their store shelves. IMS rankings give retailers independent proof that Zevotek has the marketing muscle needed to be their supplier. Zevotek's plan to air Ionic Bulb ads more than 1,000 times in June continues to roll on and is expected to deliver results like we announced today."

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 [newionicbulb.com](#) and [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, 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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