

ZEVOTEK ANNOUNCES IONIC BULB TV AD EXTENDS HIGH RANKING TO SECOND STRAIGHT WEEK

NEW YORK, JUNE 28, 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 4th most frequently seen household product TV ad for the week ended June 18, 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. The Ionic Bulb was the IMS top ranked household product for the week ended June 11, 2010, extending Zevotek's standing in the IMS Top 20 direct response ads to a second consecutive week. IMS standings for the week ended June 25, 2010 are expected to be available later this week. Zevotek posts IMS rankings on [zevo-tek.com](#) and [newionicbulb.com](#).

Major U.S. retailers that Zevotek is in contact with consider a Top 20 standing in the IMS rankings as a benchmark when evaluating orders to buy new products like the Ionic Bulb for placement on store shelves nationwide. Zevotek is represented by the retail sales agency Leisure Time, Inc., which is responsible for presenting the Ionic Bulb to Wal-Mart, CVS, Walgreens, Rite Aid and BJ's Wholesale Club and securing their orders to buy Ionic Bulbs for placement on retail store shelves. Those retailers combined operate more than 23,000 U.S. stores, supercenters and clubs and operate popular websites for shoppers to buy household products. CVS.com, which attracted at least 26 million visitors in 2008 according to a Compete.com survey, lists TV advertised products as their top selection for household products.

Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "I am pleased to see our June ad blitz is delivering the results we anticipated when we announced our plans last month. Zevotek is working closely with Leisure Time to make sure major retailers take notice. Our TV ads show Americans the Ionic Bulb's powerful combination of improving a family's home air quality while instantly saving money on lighting and helping our environment. We strongly believe Ionic Bulbs satisfy growing mainstream demand for green products, healthier living and money saving value that will translate into a successful retail product."

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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