

ZEVOTEK LOOKS TO ACQUIRE AND SELL INNOVATIVE NEW CONSUMER PRODUCTS

NEW YORK, AUGUST 23, 2010 (GLOBE NEWSWIRE) -- [Zevotek, Inc.](#), (OTCBB: [ZVTK.OB](#) and Frankfurt: [T5V1.F - News](#)), a worldwide direct marketer and distributor of consumer products, today announced the Company plans to acquire and sell new innovative personal and home care items. Zevotek currently sells Ionic Bulbs, a product they launched less than a year ago with a promotional campaign that is being fueled by a combination of American TV advertising, a series of product spokesperson appearances in the U.S. on local TV and national radio shows, and positive press coverage in major magazines, newspapers and influential web publications. The Company has garnered international recognition for Zevotek Ionic Bulbs and interest from major chain store retailers.

Zevotek plans to use a similar customized blend of sales promotion strategies to quickly generate consumer sales of newly acquired innovative products. Zevotek's new product sales will benefit from using the Company's established infrastructure that efficiently brings product from the factory to the warehouse to the consumer while quickly and accurately processing individual and bulk sales orders.

Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "I am pleased to announce that we are looking to acquire new innovative consumer products for Zevotek to sell. We will use the same marketing know-how that took the Ionic Bulb from being an unknown innovative product less than a year ago to an exciting new product recognized by consumers and retailers. With the launch of the Ionic Bulb successfully established, the timing is perfect for us to add products. We are targeting products that perform better, deliver value and improve the quality of life for consumers. Zevotek has shown the ability to identify that type of product and make a major splash in the marketplace in less than a year."

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 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 acquiring and selling new consumer products 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 identifying suitable new products, coming to acceptable terms to acquire their product or rights to sell their products, market acceptance of their products, to their ability to maintain the existing Company infrastructure and the suitability of that infrastructure for their new products, and whether financing will be available, 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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