

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

NEW YORK, MARCH 15, 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 the 3rd most frequently seen household product and the 20th most frequently seen direct response TV ad overall for the week ending March 5, 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. Zevotek has posted the IMS rankings on [www.zevo-tek.com](http://www.zevo-tek.com) and [www.newionicbulb.com](http://www.newionicbulb.com) along with the most up to date listings available of Zevotek Ionic Bulb TV ad airings. The IMS rankings show Ionic Bulb ads were more frequently seen than many well-known TV infomercials, including BowFlex Home Gyms, NutriSystem D, Jenny Craig, WeightWatchers, Kaboom and Bare Minerals. In the household product category, the Ionic Bulb ranking trailed only ShamWow and Wonder Hanger. Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "Zevotek's marketing plan is designed to showcase our Ionic Bulb across America. The IMS ranking is a powerful independent confirmation that we using TV advertising to build consumer and retailer recognition of Zevotek's Ionic Bulb. Major retailers like Target, CVS, Costco and Ace Hardware want to know Zevotek's TV advertising supports Ionic Bulbs placed on their store shelves. IMS rankings give retailers independent proof of Zevotek's marketing muscle. With the IMS rankings in hand and continued advertising, Zevotek is ready to develop retail distribution for our Ionic Bulb and to announce future developments."

### 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](http://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, 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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