

## Zevotek Announces Ionic Bulb at Indy 500

### Estimated 800,000 Speedway Event Viewers to See Ionic Bulb Commercial

NEW YORK, May 26, 2010 (GLOBE NEWSWIRE) -- [Zevotek, Inc.](#), (OTCBB:ZVTK) (Frankfurt: T5V1), a worldwide direct marketer and distributor of innovative personal and home care items, today announced that the Company is showing the Zevotek Ionic Bulb commercial live at the Indianapolis 500 on its coveted 400 square foot digital video screen positioned directly atop the racetrack entrance. The Indy 500 race is considered the world's largest single day sporting spectacle with an official race day seating attendance of 310,000 and an estimated 800,000 speedway area visitors over the 5-day event. The concert rated giant screen will show the Ionic Bulb TV ad twice every hour for 12 hours a day starting today, May 26, 2010, during the 4 days of preliminary events and culminating with the Indy 500 race on Sunday, May 30. The Ionic Bulb commercial is showing in a continuous rotation alongside Stolli Vodka, NBC Universal, Warner Brothers, JC Penney, Sports Illustrated, Got Milk and several others.

Commenting on the announcement, [Zevotek's](#) CEO, Rob Babkie, said, "We are excited to show the Ionic Bulb to a massive Indy 500 audience. Lusso Media Inc. took notice of Zevotek's ad campaign and secured a prime spot for our newest Ionic Bulb TV ad next to the hilarious new Stolli Vodka ad featuring Hugh Hefner. Bringing the Ionic Bulb to the attention of big audiences like the one that the Indy 500 event offers is key to our sales strategy."

#### About the Company:

Zevotek, Inc. plans to market and sell a range of innovative personal and home care items. Zevotek sells 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. Ionic Bulb TV ads air on national cable channels, local broadcast channels and TV superstations. Zevotek directly sells the Ionic Bulb to consumers through [newionicbulb.com](http://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 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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