

ZEVOTEK ANNOUNCES NEW IONIC BULB TO INCREASE GROSS PROFITS BY ESTIMATED 20%

NEW YORK, JANUARY 10, 2011 (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 have the next generation Ionic Bulb manufactured by a new factory in China that will increase Zevotek's gross profits by an estimated 20%. The new Ionic Bulb features an even more compact sized CFL bulb and delivers more air purifying power. The new more compact Ionic Bulb is designed for consumers' smaller light fixtures and recessed ceiling lights and is Energy Star qualified, making it an ultra-energy efficient air purifier. The Ionic Bulb's innovative new design improves the emission of natural ions that organically attach themselves to particles in the air and does not release harmful ozone like those bulky air purifiers costing \$200 to \$600 each.

The deal calls for the Ionic Bulb, patented in both the U.S. and China, to be produced by large-scale manufacturer in China, one that meets strict standards for quality, environmental impact and workplace rules required by major U.S. retailers.

Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "We are excited by the opportunity to significantly increase gross profits and sell a new more compact version of the Ionic Bulb that allows consumers to remove harmful indoor air pollutants from the air they breathe. The patented new Ionic Bulb will look just like today's smaller more compact CFL bulbs, fitting any light fixture and delivering pure clean air to any room. The Ionic Bulb is the no-brainer replacement for any old fashioned incandescent bulb and is the smart replacement for CFL bulbs." Adding, "Zevotek looks forward to finalizing the agreement and beginning to produce the Ionic Bulb with a highly regarded manufacturer in China, one that is capable of high volume production that matches our business model for 2011."

About the Company:

Zevotek, Inc. markets and sells a range of innovative personal and home care items. Zevotek has a license to sell the Ionic Bulb, a patented air purifier that silently emits negative ions using a microchip placed inside a 10,000-hour energy saving compact fluorescent light bulb (CFL). One Ionic Bulb is an eco-easy maintenance-free inexpensive alternative that cleans the air in a 100 square foot area. Outfitting lamps and ceiling lights with the Ionic Bulb rids a living room,

kitchen, bedroom, children's playroom, workout area and office space of unpleasant odors and indoor air pollutants that you breathe. Zevotek sells the Ionic Bulb through specialty retail shops, TV commercials, amazon.com and newionicbulb.com, and markets the Ionic Bulbs major U.S. retail stores.

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 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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