

## **ZEVOTEK ANNOUNCES THE IONIC BULB SHINES A LIGHT ON 'BID TO SAVE THE EARTH' AT CHRISTIE'S NEW YORK**

NEW YORK, MARCH 31, 2011 (GLOBE NEWSWIRE) -- Zevotek, Inc., (OTCBB: ZVTK.OB and Frankfurt: T5V2.F - News), a worldwide direct marketer and distributor of innovative personal and home care items, today announced that the Ionic Bulb was a spotlight on the environmentally conscious celebrities who graced a 'green carpet' at Christie's New York on the evening of March 29th. The 'Bid to Save the Earth' benefit event featured a Live Christie's Auction that raised \$1.4 million for eco-conscious charities and a Vogue magazine 'Runway to Green' fashion show. To further enhance the green theme, Christie's freshened the air and lit the venue with the Ionic Bulb from inside the model's dressing rooms to front of famed auction house. Seth Myers, popular comedian, SNL Head Writer and Weekend Update Anchor, was a well-received Master of Ceremonies and greeted the Ionic Bulb's spokesperson at the event. Other celebrity attendees included Ted Danson, Sam Waterston, Anna Wintour, Michael Kors, Susan and David Rockefeller, Lauren Bush, Jason Wu, Diane Kruger, Rachel Roy, David Lauren, Angie Lindvall and Zoe Kravitz among others. Those in the audience were treated with a musical surprise performance by Nicki Minaj, hip hop superstar, to end the evening festivities.

Rob Babkie, CEO of Zevotek said "The Ionic Bulb was given a fantastic reception at America's premiere green fundraiser. We are so pleased the Ionic Bulb was on hand to make such a positive lasting impression. The Bid to Save the Earth event and Earth Day on April 22, 2011 are opportunities to show how easily the Ionic Bulb improves quality of life and the environment. We are strategically promoting the Ionic Bulb to gain massive exposure to consumers, all of who can benefit from breathing air made healthier by lighting their homes with the air purifying Ionic Bulb. With the upcoming U.S. ban on sale of 100 watt incandescent bulbs and phase out other wattages of incandescent bulbs, we are broadcasting a call to action to buy energy efficient products like the Ionic Bulb."

### 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 Bulb to 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.