

ZEVOTEK ANNOUNCES IONIC BULB TO AIR 1,000 TV ADS FOR ANTICIPATED EXPANDED DISTRIBUTION TO RETAIL STORES

NEW YORK, DECEMBER 21, 2010 (GLOBE NEWSWIRE) -- Zevotek, Inc., (OTCBB: ZVTK.OB and Frankfurt: T5V1.F - News), a worldwide direct marketer and distributor of innovative consumer products, today announced that the Company will launch a new TV ad campaign that is expected to air Ionic Bulb TV ads more than 1,000 times starting in January 2011. Zevotek's TV commercial shows consumers the powerful air purifying performance of the eco-easy, maintenance-free Ionic Bulb, an air purifying energy saving CFL bulb that instantly improves the quality of life in any home. The major new ad campaign will show the Ionic Bulb to viewers during programs on Fox Business News, WE, Golf Channel, National Geographic, Nat Geo Wild, Cooking Channel, The Inspirational Network, Hallmark Channel, Versus, Outdoor Channel and other national cable channels. As dates, times and TV channels of Ionic Bulb ad airings become available, Zevotek will post the details on zevo-tek.com and newionicbulb.com.

Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "We are excited to start 2011 with a major new TV ad campaign that is designed to support expanded placement of the Ionic Bulb on retail store shelves. The 1,000 Ionic Bulb ad airings will build consumer awareness of the Ionic Bulb, a key to expanding U.S. sales. We plan to extend the ad blitz into February and March, building momentum for the campaign and consumer demand for 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 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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