

## **ZEVOTEK ANNOUNCES RETAIL SALES AGREEMENT FOR IONIC BULB**

NEW YORK, MARCH 29, 2011 (GLOBE NEWSWIRE) -- Zevotek, Inc., (OTCBB: ZVTK.PK and Frankfurt: T5V2.F - News), a worldwide direct marketer and distributor of innovative personal and home care items, today announced the Company hired a retail sales agency to promote and sell Zevotek's Ionic Bulb to an exclusive list of major U.S. retailers, U.S. home shopping channel ShopNBC and consumer product catalog companies. Zevotek's agreement with Product Marketing, Inc., a Richfield, Minnesota based company, calls for Product Marketing to present the Ionic Bulb to buyers at Target, Best Buy, Menard's, ShopNBC, catalog companies and specialty and Midwestern retailers. Product Marketing is responsible for securing retailer's orders to purchase Ionic Bulbs from Zevotek for sale in those chain's U.S. stores and through their retail websites.

Commenting on the announcement, Zevotek's CEO, Rob Babkie, said, "Today's announcement shows we are right on target with our sales strategy to get the Ionic Bulb on retail store shelves across America. Product Marketing is widely recognized by the major retailers they will call on to present the Ionic Bulb."

Zevotek's retail sales strategy seeks to capitalize on the consumer trends toward healthier living, green products and a push for energy savings spurred by U.S. federal government action. A published U.S. Environmental Protection Agency (EPA) study shows that the indoor air we breathe can be 2 to 5, and in some cases 100 times, more polluted than the air outside. Zevotek sells the Ionic Bulb, a patented air purifying CFL bulb that rids the air of many indoor air pollutants. The U.S. Energy Independence and Security Act of 2007 encourages retailers to sell more energy efficient products like the Ionic Bulb and in 2012, the Act bans the sale of 100 watt incandescent bulbs and phases out other wattages of incandescent bulbs. Retail giant IKEA is already phasing out their U.S. sales of incandescent bulbs in favor of CFL bulbs on which the air purifying Ionic Bulb is based.

Rob Babkie added "Retailers are making their decisions now about which products to stock on their store shelves in the future. We are excited to have Product Marketing present the Ionic Bulb to retailers trusted by millions of Americans and to show the Ionic Bulb's innovative solution to the problems of indoor air pollution and soon to be gone electricity wasting incandescent bulbs."

### 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 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.