



Matrixx Initiatives, Inc. Sets Time for Discussion of Recent FDA Action

SCOTTSDALE, Ariz., June 17, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Matrixx Initiatives, Inc. (Nasdaq: MTXX), an over-the-counter healthcare company announced today that they will hold a conference call to discuss recent actions on Thursday, June 18, 2009 at 11:00 AM ET.

To access the teleconference, please call (877) 719-9795 (domestic) or (719) 325-4805 (international). To listen to the teleconference via the Internet, go to <http://www.matrixxinc.com> and click on Events & Presentations.

A replay of the call will be available at (888) 203-1112 (domestic) or (719) 457-0820 (international), replay code 7864652 for 3 days following the call, and the web cast will be archived on the company's website, <http://www.matrixxinc.com>, for 30 days.

About Matrixx Initiatives, Inc.

Matrixx Initiatives, Inc. is engaged in the development and marketing of over-the-counter healthcare products that utilize innovative drug delivery systems. Zicam, LLC, its wholly-owned subsidiary, markets and sells Zicam(R) products in the cough and cold category. The Company manufactures and markets a full line of Zicam brand pharmaceuticals, including Zicam Cold Remedy Swabs(TM); Zicam Cold Remedy Chewables(TM); Zicam Cold Remedy Oral Mist(TM); Zicam Cold Remedy RapidMelts (TM); Zicam Allergy Relief; Zicam Extreme Congestion Relief; Zicam Sinus Relief; as well as Zicam Cough products and Zicam Multi-Symptom relief items. For more information regarding Matrixx products, go to www.Zicam.com. To find out more about Matrixx Initiatives, Inc. (Nasdaq: [MTXX](http://www.MTXX)), visit our website at www.matrixxinc.com. For additional information, contact William Hemelt, Acting President and Chief Operating Officer, 602-385-8888, or Bill Barba, Treasurer & Investor Relations, at 602-385-8881. Matrixx is located at 8515 E. Anderson Dr., Scottsdale, Arizona 85255.

SOURCE Matrixx Initiatives, Inc.

<http://www.matrixxinc.com>

Copyright (C) 2009 PR Newswire. All rights reserved