



## **Matrixx Initiatives, Inc. Names William J. Hemelt President, CEO and Board Member**

SCOTTSDALE, Ariz., Sept 01, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Matrixx Initiatives, Inc. (Nasdaq: MTXX), an over-the-counter healthcare company that develops and markets Zicam(R) products, today announced that Matrixx's Board of Directors has named William J. Hemelt as President and Chief Executive Officer, effective August 28, 2009. Mr. Hemelt was also elected to the Company's Board of Directors, effective as of that same date.

Mr. Hemelt served as the Company's Acting President, Chief Operating Officer, and Chief Financial Officer since October 31, 2008. Hemelt, 55, joined the Company in June 1998 as its Chief Financial Officer, Treasurer, and Secretary. He assumed additional responsibilities as Executive Vice President, Operations, in 2001 and served as Secretary until February 2005 and Treasurer until July 2007. From 1980 to 1997, he held a variety of financial positions with Arizona Public Service Company, Arizona's largest utility, including six years as Treasurer and four years as Controller.

"Bill has demonstrated consistently strong leadership, particularly during this current challenging period for the Company," said Chairman William C. Egan. "His long history with the Company, which has included responsibility for the Company's finances, litigation strategy and, more recently, all aspects of the Company's operations, makes him uniquely prepared to lead Matrixx during these important times." Egan added, "Bill's experience, coupled with his unquestioned integrity, has earned him the full support of the management team and the Board of Directors."

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 markets a full line of Zicam brand pharmaceuticals, including Zicam Cold Remedy in multiple oral delivery forms; Zicam Allergy and Congestion Relief products; as well as Zicam Cough and Zicam Multi-Symptom relief items. For more information regarding Matrixx products, go to [www.Zicam.com](http://www.Zicam.com). To find out more about Matrixx Initiatives, Inc. (Nasdaq: MTXX), visit our website at [www.matrixxinc.com](http://www.matrixxinc.com). For additional information, contact William Hemelt, President and Chief Executive Officer, 602-385-8888, or Bill Barba, Treasurer, 602-385-8881. Matrixx is located at 8515 E. Anderson Dr., Scottsdale, Arizona 85255.

<http://www.matrixxinc.com>

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