



Matrixx Initiatives, Inc. Sets Time for Discussion of Second Quarter Fiscal 2010 Financial Results

SCOTTSDALE, Ariz., Oct 23, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Matrixx Initiatives, Inc. (Nasdaq: MTXX), an over-the-counter healthcare company, announced today that financial results for the fiscal 2010 second quarter, ended September 30, 2009, will be released after the market closes on Monday, October 26, 2009. An earnings conference call will be held the following morning on Tuesday, October 27, 2009 at 11:00 AM ET.

To access the teleconference, please call (888) 695-0608 (domestic) or (719) 457-2646 (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 1902514 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 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. 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, 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.

SOURCE Matrixx Initiatives, Inc.

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