



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

SCOTTSDALE, Ariz., Jan 22, 2010 /PRNewswire via COMTEX News Network/ -- Matrixx Initiatives, Inc. (Nasdaq: MTXX), an over-the-counter healthcare company, announced today that financial results for the fiscal 2010 third quarter, ended December 31, 2009, will be released after the market closes on Monday, January 25, 2010. An earnings conference call will be held the following morning on Tuesday, January 26, 2010 at 11:00 AM ET.

To access the teleconference, please call (888) 452-4006 (domestic) or (719) 457-2602 (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 2094143 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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