



For Immediate Release

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THE FRS COMPANY NAMES INDUSTRY VETERAN CARL SWEAT CHIEF EXECUTIVE OFFICER

Foster City, CA (January 21, 2010) – The FRS Company, a developer and distributor of FRS® Healthy Energy® products, announced today that Carl Sweat, a former Coca-Cola, North America executive, has been named Chief Executive Officer.

Mr. Sweat brings significant experience in beverage operations, brand creation, marketing, and retail sales to his new role. Prior to joining FRS, he served as Senior Vice President at Starbucks, overseeing the Global Beverage unit. Previously, Mr. Sweat spent 22 years at Coca-Cola, North America, most recently serving as the President and General Manager of FUZE Beverage LLC, where he grew the value of the enterprise and significantly increased profitability. During his tenure with the company, Mr. Sweat held various general management and brand marketing positions, helping to launch Coke Zero, one of the company's most successful product launches in the last 10 years, and overseeing brand management and marketing for brands such as Coca-Cola Classic and Sprite.

“As we take FRS to the next level of its growth, we are very excited to have an industry veteran of Carl Sweat's caliber joining our team,” said James Quandt, Chairman of the Board of The FRS Company. “We are confident that his deep experience as a business operator – and his keen insights into the beverage sector – will help us continue to grow The FRS Company and steer it to an even greater level of success.”

“FRS is one of the most exciting companies in the industry right now,” Mr. Sweat said. “I was eager to join FRS based on its strong brand and proprietary formula with the powerful flavonoid quercetin. Numerous clinical studies by independent university scientists have shown quercetin's effectiveness, and only FRS is tapping this naturally concentrated antioxidant and green tea catechins to deliver sustained energy. I am excited to scale operations for future growth and expand retail distribution to enable more consumers to experience FRS Healthy Energy products.”

FRS's main ingredient is the antioxidant quercetin, which is naturally found in fruits and vegetables such as red apples, grapes and berries. The patented FRS formula contains the highest purity quercetin as well as a mix of vitamins and metabolic enhancers to help increase quercetin absorption, or bioavailability.

Quercetin has been shown in clinical studies to deliver sustained energy, help promote improved fitness and support overall health. Emerging scientific research suggests that



quercetin mimics the effects of exercise by enhancing the production of the body's mitochondria, the energy-producing units in cells.

Over the past two and a half years, FRS revenue has increased almost five-fold. The company's distribution network has been significantly expanded to over 20,000 outlets nationwide, including health and wellness experts like GNC and the Vitamin Shoppe, as well as other major chains such as Safeway, Publix, Meijer, Rite Aid and Duane Reade. In 2009, more than 20 million people visited FRS' e-commerce site and 200,000 15-day product samples were shipped to potential new customers. Professional athletes including Lance Armstrong, seven-time Tour de France champion, Derek Fisher, starting point guard for the Los Angeles Lakers, Brooke Hanson, AVP beach volleyball Defensive Player of the Year, and 2009 IndyCar Rookie of the Year, Raphael Matos, are regular users and advocates for FRS products.

About The FRS Company

The FRS Company produces and distributes its FRS Healthy Energy products in a variety of formulations -- soft chews, drink concentrates, powdered drink mixes and ready-to-drink cans -- to suit customers' needs. All FRS Healthy Energy products contain a patented mix containing the highest purity quercetin available (QU995™), green tea extract and essential vitamins. FRS single-serving cans and select additional products are currently available through GNC and Vitamin Shoppe stores nationwide, in a wide array of grocery, specialty and bike stores and online at Amazon.com and other online retailers. Customers can visit FRS.com to purchase online or to locate a retailer. Ten cents of every case of FRS® cans sold goes to the Lance Armstrong Foundation. Similar donations are also made on cases sold of all other FRS product formats.

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