

## Multi-faceted Entertainer Nick Cannon Discovers FRS Healthy Energy™ and Fuels Launch of new Recyclable Bottles in the Big Apple

FOSTER CITY, Calif., Aug. 11, 2011/-- New York is the city that never sleeps. And now thanks to Nick Cannon, New Yorkers will have some extra stamina to help fuel their busy lifestyles. The FRS Company, a leader in natural performance beverages and energy chews will feature Cannon in their Big Apple campaign. Cannon will promote the debut of all-natural Healthy Protein™ and Healthy Energy® beverages as the sleek, recyclable and re-sealable bottles hit store shelves this month. The patented FRS® formula features the powerful all-natural antioxidant Quercetin, found naturally in fruits and vegetables, with green tea catechins and seven essential vitamins that serve as a natural energy-booster. So whether you're trading on Wall Street or commuting through Penn Station, an FRS®bottle will keep you fueled throughout the day without the crash many New Yorkers experience with energy drinks and shots that rely on caffeine or sugar.

(Photo: <http://photos.prnewswire.com/prnh/20110811/NY50849>)

Cited by People Magazine as one of the 'Top Ten most successful young people in Hollywood' and featured on the Cover of Black Enterprises' 40 Under 40, Nick Cannon is a multi-faceted entertainer: film star, comedian, musician, writer and executive producer, host of NBC's *America's Got Talent* and the #1 NY radio morning show on CBS Radio's 92.3 NOW FM.

"Whether I'm in front of the camera or developing projects behind the lens, I'm constantly in motion," said Cannon. "A bottle of the FRS Healthy Protein is great when I am on the go or after a workout, while FRS Healthy Energy helps keep me focused without crashing. I'm excited to share this with my fellow New Yorkers."

The NYC-targeted campaign will begin in mid August and include visible signage throughout key NYC landmarks and shops. In addition to radio and appearances by Cannon, consumers that come across the FRS marketing materials present throughout the city, on billboards, kiosks and in-stores, can use their Smartphones to scan the QR codes to obtain a 10-day free Performance Pack trial kit and directions to a nearby grocer carrying FRS®.

**Please click on the QR Code link below for a special offer: [www.frs.com/nyc](http://www.frs.com/nyc)**

The FRS® Healthy Energy® product offerings, complete with 325 mg of Quercetin, 85 mg of green tea catechins and over 100% RDI of 7 essential vitamins will be available in our new re-sealable bottles in all-natural Cherry Limeade and Wild Berry flavors, and also in a naturally flavored low calorie Peach Mango. All Natural FRS® Healthy Protein™ flavors will feature, Orange Cream and Blackberry Acai, providing 25 grams of premium whey protein, 7 grams of dietary fiber and essential vitamins. FRS® Healthy Energy® is also available in sleek recyclable cans in a range of flavors.

"No stranger to the daily rigors of a NYC lifestyle and with a great eye for talent, Nick Cannon discovered that FRS can help him stay energized and focused all day and into the night. Nick did his research and found out that FRS Healthy Energy is the only source of sustained energy clinically proven to work without the crash and jitters associated with the high doses of caffeine found in common energy drinks and shots," said Carl Sweat, President and CEO, The FRS Company. "Plus, New York will be the first city to enjoy new all natural FRS Healthy Protein, with 25g of whey protein to provide a satisfying "meal in a bottle" as well as a great tasting recovery drink to build muscle after workouts," concluded Sweat.

### **About The FRS Company**

FRS<sup>®</sup> HEALTHY PERFORMANCE™ products are offered in ready-to-drink cans, re-sealable bottles, liquid concentrates, soft chews and powdered drink mix forms to meet the needs of active lifestyle consumers. FRS uses the super antioxidant quercetin, found naturally in many fruits and vegetables, combined with a patented mix of vitamins and other antioxidants, to provide sustained natural energy. A large body of existing scientific research demonstrates the positive fitness and performance effects of quercetin and the patented FRS formula. FRS products are championed by professional athletes such as seven-time Tour de France winner Lance Armstrong, NFL star Tim Tebow, Captain of the US Women's National Soccer Team Christie Rampone and over 20 professional sports teams. Since 2007, FRS has united with Team **LIVESTRONG** to aid in the fight against cancer. In June 2010, FRS signed an agreement with PepsiCo to distribute the FRS product line in grocery, drug, mass merchandise and club store chains nation-wide. The venture capital and private equity firm, Oak Investment Partners, is a major investor in FRS. Visit [www.FRS.com](http://www.FRS.com) to purchase online or to locate a retailer.