



For Immediate Release

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THE FRS COMPANY REDESIGNS FRS® HEALTHY ENERGY® PRODUCT INSIDE AND OUT

New bold packaging for RTD cans reflect natural fruit flavors and great taste

Foster City, CA (October 5, 2010) – Feeling good has never been so delicious. The FRS Company has enhanced its FRS® Healthy Energy® ready-to-drink (RTD) beverages with a fresh new look and taste. These single-serve offerings contain the FRS patented blend of the powerful all-natural antioxidant quercetin, seven essential vitamins and green tea extract.

Changes were fueled by increased consumer demand for functionality without compromising taste. All six cans feature bold fruit graphics and bright colors that evoke its natural fruit flavors and fresh, clean taste.

“We are continually innovating to better meet the needs of our loyal fans by delivering products for ‘life performance’ while maintaining the highest quality ingredients and exceptional taste.” said Carl Sweat, President and CEO of The FRS Company. “Whether you’re a pro athlete on the court, like 5 time NBA champion Derek Fisher, or a multi-tasking mom, we want to give you the tools to help achieve your health and fitness goals.”

Each 11.5 ounce can is infused with the all natural antioxidant quercetin, which is found in the skin of fruits and vegetables such as berries, red apples, grapes and onions. FRS uses only the purest form of quercetin available (QU995™), in its patented blend, which naturally activates the body’s own energy producing systems. Quercetin has been proven in clinical studies to help promote fitness and deliver sustained energy and stamina.

Newly packaged FRS ready-to-drink products are already available, including the popular Apricot Nectarine and Orange flavors sweetened with stevia and four low calorie flavors in Wild Berry, Peach Mango, Citrus Pomegranate and Orange. Look for FRS to appear on retailer shelves across the nation.

About The FRS Company

The FRS Company produces and distributes its FRS Healthy Energy products in a variety of formulations – ready-to-drink cans, liquid concentrates, soft chews and powdered drink mixes -- to suit customers’ needs. All FRS offerings contain a patented mix with the highest purity quercetin available (QU995™), green tea extract and essential vitamins. In June 2010, FRS signed an exclusive agreement with PepsiCo to distribute its entire product line in grocery, drug, mass merchant and club chains nationwide. Visit www.FRS.com to purchase online or to locate a retailer. Since 2007, FRS has supported the work of Team LIVESTRONG®, dedicated to advocating for and improving the lives of people with cancer.

FRS
healthy energy®



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