



For Immediate Release

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FRS® HEALTHY ENERGY® ANNOUNCES SPONSORSHIP WITH TOP NATIONAL FEMALE CYCLISTS OF TEAM TIBCO

FRS Unites with North America's #1 Women's Cycling Powerhouse

Foster City, CA (September 23, 2010) – The FRS company is pleased to welcome yet another team of world class athletes to the family with the addition of Team TIBCO. Founded in 2005, Team TIBCO rose from being a local cycling team to the # 1 team in North America in 2009. Widely known as Lance Armstrong's secret weapon, FRS® Healthy Energy® has become an essential health and fitness staple for Team TIBCO and within the broader female cycling community.

"FRS is proud to be supporting the talented and accomplished women of Team TIBCO," said Carlton Hawkins, FRS Director of Brand Marketing and avid cyclist. "Their skill level, passion and commitment to health and nutrition make them a perfect match with FRS. We're excited to have them on board as 2011 is sure to be a great year of competition leading up to the 2012 Olympics."

Team TIBCO brings a mix of internationally accomplished riders who will support the company's growth and expansion into countries like Australia and Canada. These cyclists will integrate all products FRS has to offer during their training and race schedule.

"I am so excited to be working with FRS. Their products are truly amazing, and they reflect our shared commitment to health and fitness. FRS gives you the energy, stamina and endurance over a sustained period without the jitters. It simply makes you feel focused and alert," said Meredith Miller, Team TIBCO member and 2009 U.S. Road National Champion. "FRS is the ideal product to keep me going not only through my training, but through my hard, hectic days in general!" Miller will be alongside FRS during the Interbike trade show in Las Vegas this week signing autographs and sharing tips on healthy living with FRS.

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 united with Team **LIVESTRONG** to aid in the fight against cancer.

About Team TIBCO/To the Top

Team TIBCO is a Silicon Valley-based professional women's cycling team. In 2009, Team TIBCO won the USA Cycling NRC team title, the Women's Professional Cycling Series team title and was named VeloNews 2009 Women's Team of the Year. The team is focused on finding and developing athletes for major international competitions, including the World Championships and the 2012 Olympic Games.