



For Immediate Release

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THE FRS COMPANY, MAKER OF POPULAR FRS HEALTHY ENERGY PRODUCTS, ANNOUNCES \$23.1 MILLION IN LATEST FINANCING ROUND

Financing Led by Oak Investment Partners Validates The FRS Company's Aggressive Business Strategy and Explosive Growth Potential

Foster City, CA (April 2, 2010) – The FRS Company, a developer and distributor of FRS[®] Healthy Energy[®] products, announced today that it has received \$23.1 million in its latest financing round led by Oak Investment Partners, LLC. Oak Investment Partners was an early investor in The FRS Company, and its continued support of FRS validates the company's aggressive business strategy for national and international expansion and explosive sales growth.

“We continue to be very enthusiastic about the progress FRS is making in the market,” said Fred Harman, Managing Partner of Oak Investment Partners. “The ongoing research around the science of quercetin continues to demonstrate multiple health and performance benefits and this is further increasing our confidence that FRS will evolve into a major health and wellness platform. In addition, over the past three years, we’ve seen triple-digit growth in the company’s retail sales and an ever growing number of elite and every day athletes who are passionate users of FRS Healthy Energy products. We look forward to working with management as the company continues to accelerate its growth domestically and internationally.”

The additional financing allows the company to expand its sales infrastructure, including hiring some of the leading names in the beverage industry, and exploring distribution opportunities throughout the U.S. and internationally. The company will also continue to support its creative marketing efforts, such as the recently launched national television advertising campaigns featuring seven-time Tour de France champion Lance Armstrong and four-time NBA championship player Derek Fisher.

“We’re grateful to have the continued support of Oak Investment Partners, who recognize the company’s growth potential, believe in the science behind our products and share our vision of making FRS a billion dollar health and wellness company,” said Carl Sweat, CEO of The FRS Company.

Along with Lance Armstrong and Derek Fisher, professional athletes like Andrew McCutchen, Baseball America 2009 Rookie of the Year, Brooke Hanson, AVP beach volleyball 2009 Defensive Player of the Year, Raphael Matos, 2009 IndyCar Rookie of the Year – and 16 professional sports teams -- are enthusiastic advocates of FRS



products. These athletes' support of the brand comes from their real-life use of and passion for FRS Healthy Energy products.

All FRS offerings are fueled by 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 proven in clinical studies to deliver sustained energy, help promote improved fitness and support overall health.

In addition to Mr. Sweat, the FRS Board of Directors includes: James Quandt, founder and principal at Thomas James Capital Incorporated; Lance Armstrong, seven-time Tour de France champion; Fred Harman, managing partner at Oak Investment Partners; Richard Rosenblatt, co-founder, chairman and CEO of Demand Media; Peter Sealey, founder of The Sausalito Group and former Chief Marketing Officer at The Coca-Cola Company; and Brian Swette, non-Executive Chairman of Burger King and former Chief Marketing Officer at Pepsi-Cola Co.

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 offerings 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, Rite Aid and Vitamin Shoppe stores nationwide, in a wide array of grocery and convenience chains, specialty and bike shops and online at Amazon.com and other online retailers. Customers can visit FRS.com to purchase online or to locate a retailer. For the past three years, ten cents of every case of FRS® cans sold goes to LIVESTRONG. Similar donations are also made on cases sold of all other FRS products.

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