



FRS® HEALTHY ENERGY® UNVEILS NEW HEALTHY, GOOD FOR YOU, PROTEIN AND ENERGY BEVERAGES

*FRS to Offer Innovative, Ready-to-Drink Natural Protein and Sustained Energy Formulas
in Stylish PET Bottles*

Foster City, CA (March 8, 2011) – FRS® Healthy Energy® will launch new Healthy Protein and Healthy Energy formulas this April. The new lines will debut in a sleek, environmentally friendly re-sealable plastic bottle. Both products will be fueled by the patented FRS quercetin formula. Quercetin, recently granted GRAS (Generally Recognized As Safe) status by the Food and Drug Administration, is the natural energy-boosting antioxidant based in all FRS products. To date, FRS® Healthy Energy® products contain the highest level of quercetin (QU995) on the market.

Both innovative formulas were rigorously tested and highly preferred by consumers. The much anticipated Healthy Protein option will initially debut two invigorating flavors at only 190 calories—Orange Cream and Blackberry Açai. Together with the patented FRS formula, each 12 ounce bottle provides 25 grams of whey protein and includes 7 grams of dietary fiber and essential vitamins.

“The FRS Healthy Protein drinks offer a great option for a pre workout, recovery and anytime snack,” said Rikki Keen, Sports Dietician. “FRS Healthy Protein drinks provide a high quality protein source combined with antioxidants and heart healthy fats, complementing a healthy lifestyle.”

The FRS Healthy Energy product offerings will appeal to health-conscious consumers seeking prolonged energy and increased stamina by offering 325mg of quercetin, 85mg of green tea catechins and 7 essential vitamins. FRS will offer two all natural 90-calorie flavors, Cherry Limeade and Wild Berry, formulated with organic sugar and stevia. Peach Mango, a low cal flavor option at 20-calories, will be available with sucralose.

“FRS products are a huge part of my daily training routine”, said FRS Ambassador and seven time Tour de France winner, Lance Armstrong. “I am excited to incorporate the new FRS Healthy Protein and Healthy Energy options for both my training and recovery needs.”

The newly designed plastic bottles will showcase the natural, fresh ingredients inside with mouth-watering illustrations on the outside. The polyethylene terephthalate (PET) bottles are categorized number 1, as the easiest and most common plastics to recycle.

“We’re thrilled about the new product developments at FRS and have our loyal fans to thank,” said Deepak Masand, VP Marketing, The FRS Company. “Our drive for newly packaged protein and energy formulas came from the growing demand of consumers seeking healthy sources of protein and energy to add to their on-the-go lives. There are no other lifestyle performance beverages on the market quite like FRS.”

FRS is allowing online consumers the ability to purchase the product before it hits retail shelves through frs.com this month. Product will be available on retail shelves across the country in April.

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 meet consumers' needs. The key ingredient in FRS is quercetin, a powerful antioxidant found naturally in fruits and vegetables. A large body of existing scientific research demonstrates the positive fitness and performance effects of quercetin. Oak Investment Partners, a major investor in FRS, is a venture capital and private equity firm. 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. FRS products are championed by professional athletes such as seven-time Tour de France winner Lance Armstrong, NFL Star Tim Tebow, five-time NBA Champion Derek Fisher and 25 professional sports teams. Since 2007, FRS has united with Team LIVESTRONG to aid in the fight against cancer. Visit www.FRS.com to purchase online or to locate a retailer.