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DARPA-FUNDED STUDY SHOWS ANTIOXIDANT QUERCETIN REDUCES SUSCEPTIBILITY TO VIRAL ILLNESS AND HELPS BRAIN FUNCTION UNDER STRESS**New Sun Nutrition's FRS (Free Radical Scavenger) Health Drink, the Only Consumer Beverage to Contain QU995 (the highly pure grade of Quercetin Used in the Study)**

Santa Barbara, CA, February X, 2007 – A study funded by the Defense Advanced Research Projects Agency (DARPA) and recently released by researchers at Appalachian State University showed that the natural, plant-based flavonoid antioxidant quercetin reduced illness and helped maintain mental performance in physically-stressed test subjects. The clinical study was double-blind and placebo-controlled, and involved 40 test subjects who were subjected to extreme physical stress situations during a five week period.

Quercetin is the first plant compound proven in a controlled clinical trial to reduce susceptibility to viral illnesses. Participants in the Appalachian State University study ingested 1,000 milligrams of pure QU995 quercetin daily, combined with niacin and vitamin C to help the body absorb the substance more efficiently. In comparison, the average American eating a normal, healthy diet including fruits and vegetables consumes about 25-50 milligrams of quercetin a day.

QU995, niacin and vitamin C are the same active ingredients contained in New Sun Nutrition's FRS® health drink. By drinking three cans of FRS daily, individuals can consume the same amount of QU995 that was administered in the Appalachian State University study.

QU995 is the highest grade of quercetin commercially available and New Sun Nutrition has reached an exclusive agreement with Quercegen Pharma of Newton, MA to use QU995 (highly purified quercetin that is over 99.5% pure) in its FRS Health Drink. FRS' patented formula synergistically combines quercetin and other antioxidants (green tea catechins) with vitamins B, C, E and metabolic enhancers to provide a sustained, healthy energy boost and long-term antioxidant health protection as well as improve the absorption of the antioxidant in the bloodstream for more effective results.

"Quercetin is an incredibly exciting natural antioxidant and scientific evidence is clear that at high purity it successfully combats a number of health issues," said Richard Lamb, chief executive officer at New Sun Nutrition and healthy energy snack industry veteran who co-founded The Balance Bar Company in 1992. "We have been advocating the benefits of higher consumption of quercetin and other flavonoid antioxidants for several years, and it's rewarding to see that this new study demonstrates an increased level of support for the consumption of high-grade quercetin combined with key vitamins as a way to protect the body from the harmful effects of physical stress."

This double-blind, randomized, placebo-controlled study has delivered ground breaking results that have clearly shown that highly purified quercetin, a natural plant compound, can prevent viral illness," said Dr. David Nieman, a professor in Appalachian State University's Department

of Health, Leisure and Exercise Science who led the study. “The future of healthy beverages is clearly to combine quercetin with other advanced supplements.”

“The results of the DARPA-funded Appalachian State study reinforce what we’ve learned about the beneficial effects of quercetin from previous physical endurance tests performed at Pepperdine University,” said Marcus Elliot, M.D., a Harvard-trained physician and world leader in sports performance who serves as the head of New Sun Nutrition’s Scientific Advisory Board. “It’s important to note that the body’s physiological response to stress is the same, whether induced by extreme physical activity, or a highly stressful week at the office, so quercetin offers significant health benefits to elite athletes as well as the average hard working professional.”

Where to Buy FRS

FRS ready-to-drink cans are currently available at select grocery, convenience and health food stores in West Coast markets including Santa Barbara, San Diego and Seattle. A list of retailers is available online at www.frs.com. FRS ready-to-drink formula is available in All Natural and Low Calorie versions. The all natural flavors (Orange and Lemon Lime) are sweetened with organic evaporated cane juices and contain no added preservatives, additives or coloring. The low calorie line (Wild Berry, Orange and new Peach Mango) has only 25 calories per can. FRS is also available in liquid concentrate, powder, ready-to-drink and chew forms. All forms of FRS are available online at www.frs.com.

The Scientists Behind FRS

FRS is the result of years of research and development by leading scientists including Dr. Mitsunori Ono, Ph.D., world-renowned phytochemical expert and Visiting Professor at Harvard Medical School’s Beth Israel Deaconess Medical Center and Thomas Lines, a pioneer in flavonoid research.

About New Sun Nutrition

New Sun Nutrition, founded in 2004, is a developer and distributor of nutritional supplements, healthy snacks and beverages that is pioneering the development of flavonoid antioxidant health solutions to improve consumer health and wellness. The company’s patented and proprietary formulas synergistically combine nature’s most potent plant nutrients with other healthy ingredients to provide both immediate and long-term health benefits.

The company’s product portfolio includes FRS® antioxidant health drink, a scientifically formulated supplement designed to boost energy, enhance performance and neutralize free radicals before they can cause cellular damage. FRS, which stands for the scientific term Free Radical Scavenger, contains a patented combination of flavonoids, essential vitamins and metabolic enhancers. The flavonoids are quercetin, an antioxidant typically found in the skins of apples, onions and red grapes, as well as catechins extracted from green tea.

The New Sun Nutrition management and advisory team is comprised of nutrition and beverage industry leaders, renowned scientists, medical doctors and specialists in the fields of sports performance, disease prevention, and drug development.

For more information on New Sun Nutrition’s products, log on to www.frs.com.