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**THE FRS COMPANY NAMES NEW
GENERAL MANAGER RETAIL SALES, RICHARD LIBONATE**

Foster City, CA (April 10, 2008) – [The FRS Company](#), a developer and distributor of healthy energy beverages and wellness products that feature a patented formulation of the powerful antioxidant [quercetin](#) and seven essential vitamins, announces the appointment of Richard Libonate to the position of General Manger Retail Sales, reporting to Maigread Eichten, President and CEO.

In Mr. Libonate's role, he is responsible for the ongoing development and growth of The FRS Company's retail channels and sales. Richard Libonate aims to extend FRS Healthy Energy's reach into new regions, retailers and distribution channels while continuing to further The FRS Company's mission of providing a healthy energy alternative.

Mr. Libonate has over 26 years of consumer packaged goods experience with an extensive background in beverages both domestically and internationally. Prior to joining FRS, Mr. Libonate served as Vice President, Convenience Sales for Cadbury Adams USA, a \$1B company and a subsidiary of Cadbury Schweppes. There, he was responsible for the sales and marketing of products to the convenience channel, totaling over \$400M for brands such as Trident, Dentyne, Halls, Swedish Fish, Bubblicious, and more.

Before becoming a VP at Cadbury Adams USA, Mr. Libonate held the Vice President of Retail Sales and International Sales position for the Snapple Beverage Group, also a subsidiary of Cadbury Schweppes. Furthermore, Mr. Libonate's diverse and accomplished beverage career includes past prominent positions at world-class brands such as The Stroh Brewery Company, A&W and Coca-Cola.

"We are pleased to welcome Rich to the team at FRS," said Maigread Eichten, President and CEO, The FRS Company. "Rich has a superior track record of excellence in building, marketing, and extending brands and blazing new business channels. His experience, coupled with his passion for and belief in the FRS Healthy Energy brand, makes him the perfect choice for this role."

Currently, Mr. Libonate serves as a member of the Board of Directors of the National Association of Convenience Stores (NACS) and has been an active member of the association for over twenty years. He is a graduate of Seton Hall University with a BS in Business and English, where he earned a full four-year track scholarship. A native of New Jersey, Mr. Libonate currently lives in Tampa, Florida. He has three grown children, Anthony, Mary Beth and Joseph.

About The FRS Company

The FRS Company's product portfolio includes the [FRS® Healthy Energy](#) drink, a scientifically formulated supplement featuring the powerful antioxidant quercetin - designed to boost energy, enhance performance and help neutralize free radicals before they can cause cellular damage. FRS, which stands for the scientific term Free Radical Scavenger, contains a patented combination of flavonoid antioxidants, essential vitamins and metabolic enhancers. The key flavonoid is quercetin, an antioxidant typically found in the skins of apples, onions and red grapes. Catechins extracted from green tea leaves also play an important role in the FRS Healthy Energy formula.

FRS ready-to-drink cans are currently available through Amazon.com, GNC stores nationwide, and at select grocery, convenience, health food and bike stores. Consumers should visit www.frs.com or call (877)-FRS-4YOU for a free trial offer of FRS products and to locate stores. Also, all FRS products are available on the company's Web site for convenient home delivery.

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