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FRS® HEALTHY ENERGY: THE NEXT FRONTIER IN THE EXPLOSIVE ENERGY DRINK CATEGORY

Foster City, CA, June 2, 2008 – [The FRS Company](#), the developer and distributor of [FRS® Healthy Energy](#) wellness products, is poised to continue to take the energy drink category by storm through its unique offering of a *healthy, sustained energy boost without the crash*.

It is no secret that the energy category has seen tremendous growth over the past few years. From 2000 – 2005, the category expanded an incredible 700%* and in 2007 accounted for approximately \$6.2 billion in annual sales in the United States**, as carbonated sodas were down 2.3%***.

As energy and functional drink sales have skyrocketed and soft drink sales have slowed, consumers are clearly looking for products that will work harder for them and provide the function of energy without compromising health.

“The liquid refreshment beverage market is being driven by the health and wellness trend,” said Michael Bellas, chairman and chief executive officer of the Beverage Marketing Corporation in an interview with *BeverageDaily* on March 12 of last year. “Beverages offering functional benefits are growing two to three times faster than conventional refreshment beverages.” This is due, in part, to the fact that there has been a greater emphasis in recent years on function and health. Enter FRS® Healthy Energy.

FRS® Healthy Energy is the first and only energy drink to be powered by the antioxidant [quercetin](#), setting it apart from the over 2,000 sugar-laden and highly caffeinated energy drink products available. Quercetin is an extremely potent antioxidant that is naturally found in many fruits and vegetables such as blueberries, red onions, raspberries, apples and spinach. Quercetin works to extend the body's natural adrenaline and supports sustained energy - *naturally*. A superior source of antioxidants, FRS® Healthy Energy provides a unique blend of functional ingredients including quercetin, green tea catechins and 7 essential vitamins, offering consumers a real choice for safe, nutritious energy.

“Consumers are more knowledgeable about their health than ever before,” said [Maigread Eichten](#), President and CEO of The FRS Company. “They are seeking healthier forms of energy with an uncompromising focus on function, nutrition and taste. We see the need for a more healthful energy alternative every day at FRS® Healthy Energy. By year-end, we are on track to receive a minimum 10 million visitors to our site, sales will have grown 300%, and we will have shipped out over 250,000 [free trials](#) -

or the equivalent of 1.5 million cans - to consumers. Everyone can use an energy boost, and for those consumers who are also health-conscious, we want to provide that balance.”

*Business Wire, September 15, 2005

***Beverage Digest*, April 11, 2008

****Beverage Digest* March 12, 2008

About The FRS Company

The FRS Company (formerly New Sun Nutrition, Inc.), founded in 2004, is the developer and distributor of FRS® Healthy Energy nutritional supplements and wellness products. FRS® products are formulated with a patented blend of the antioxidant quercetin, green tea catechins and 7 essential vitamins. The proprietary blend of ingredients was developed to provide a source of healthy, sustained energy without the crash.

FRS® ready-to-drink cans and select additional products are currently available through Amazon.com, GNC stores nationwide, and at a wide array of 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, to purchase online or to locate a retailer.

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