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## **THE FRS COMPANY NAMES NEW CHIEF MARKETING OFFICER, HAN R. DELIN**

**Foster City, CA, June 9, 2008** – [The FRS Company](#), the developer and distributor of FRS Healthy Energy beverages and wellness products that feature a patented formulation of the powerful antioxidant [quercetin](#) and seven essential vitamins, announces the appointment of Han R. Delin to the position of Chief Marketing Officer.

Mr. Delin brings over 18 years of consumer retail brand creation, advertising, brand management, product development and packaging experience to The FRS Company. Mr. Delin spent the last 11 years at PepsiCo. Most recently he was charged with and excelled at building new brands including the successful launch of Gatorade's G2, Gatorade's first differentiated beverage since the original Thirst Quencher. Prior to his Gatorade experience he ran the Aquafina water brand, worked on Lipton Iced Tea and had assignments in the foodservice division.

Before to his eleven-year tenure at PepsiCo, Mr. Delin served for seven years as an Account Manager for the Leo Burnett Company in Hong Kong, Jakarta and Chicago. At the Leo Burnett Company, Mr. Delin was primarily responsible for running integrated marketing programs for clients such as McDonald's, Marlboro and United Airlines.

At The FRS Company Mr. Delin will play an important role in contributing to product innovation, advertising, promotions, community and public relations, and strategic alliances.

"Han brings tremendous experience, leadership and passion to the FRS Healthy Energy team and we are thrilled to welcome him," said Maigread Eichten, President and CEO, The FRS Company. "Throughout his career, Han has demonstrated an exceptional ability to establish and strengthen brands through innovative marketing, an avenue we are excited to build upon at The FRS Company."

Mr. Delin is a graduate of Boston University's College of Communications where he majored in Advertising and minored in International Relations. He will be relocating to the Bay Area with his wife and young sons. His favorite FRS Healthy Energy product is the orange soft chews.

### **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, snacks and beverages. FRS products are formulated with a patented blend of the antioxidant quercetin, green tea catechins and seven 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 wide array of grocery, convenience, health food and bike stores. Consumers should visit [www.FRS.com](http://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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