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THE FRS COMPANY NAMES BRIAN SWETTE TO ITS BOARD OF DIRECTORS

Foster City, CA, September 4, 2008 – [The FRS Company](#), the developer and distributor of FRS Healthy Energy products that are fueled by a patented formula containing the powerful antioxidant quercetin, announces the appointment of Brian Swette to its board of directors.

Mr. Swette has served on the board of Burger King since April 2003 and became Non-Executive Chairman in April of 2006. Formerly the Chief Operating Officer of eBay, Mr. Swette oversaw its international expansion, marketing and customer support.

Prior to joining eBay, Mr. Swette was Executive Vice President and Chief Marketing Officer for The Pepsi-Cola Co. During his seventeen year tenure there, he was responsible for the worldwide advertising, promotion and product innovation efforts of all Pepsi-Cola brands. Previously, he worked as a brand manager at Proctor & Gamble. Mr. Swette serves as a board member for theladders.com and Jamba Juice. He is also a board member of endeavor.org (which supports high-impact entrepreneurs in developing countries), and a trustee of the Arizona State University and the Global School of Sustainability. He is a graduate of Arizona State University with a B.S. in Economics.

“Brian has extensive expertise in both the beverage industry and internet sales & marketing, a unique combination that represents a perfect fit for The FRS Company,” said Maigread Eichten, President and CEO. “He loves FRS to maintain endurance in his marathon runs and to stay focused in his competitive golf.”

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 beverages. FRS products are fueled by a patented formula containing quercetin, a powerful antioxidant found in fruits and vegetables that helps unlock your body's natural energy. 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 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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