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**BASKETBALL'S DEREK FISHER JOINS THE FRS® HEALTHY ENERGY®
TEAM OF ATHLETE ADVISORS AND ADVOCATES**
*Pro-Athlete Praises FRS Products for their Ability to Sustain Energy
and Improve Fitness Levels*

Foster City, CA (June 2, 2009) – The FRS Company, a developer and distributor of sustained energy products, is proud to announce three time champion basketball player, Derek Fisher as the latest athlete to join the FRS® Healthy Energy® team. Fisher joins the likes of seven time Tour de France winner Lance Armstrong, pro-volleyball player Brooke Hanson and a host of other professional and amateur athletes who are stepping forward to share their positive experiences with, and belief in, FRS.

FRS Healthy Energy produces a unique line of products including: ready to drink cans, concentrate, powered drink mixes and soft chews, all designed to provide sustained energy, help enhance fitness and support immune function. The key ingredient in FRS is quercetin, an antioxidant found naturally in fruits and vegetables. A large body of existing scientific research demonstrates the positive fitness and performance effects of quercetin.

Fisher's relationship with FRS will include appearing in the company's marketing and advertising campaigns, acting as a brand ambassador within the professional basketball community and advising the company on sports marketing efforts.

"I am excited about my new relationship with The FRS Company," said Fisher. "As an authentic user of their products for several years now, I have seen the effects of what using FRS has had on and off the court. I have also become a firm believer in the benefits of quercetin and FRS' ability to deliver it in a healthy, effective product. I look forward to working with the company."

In addition to being the starting point-guard in Los Angeles, Fisher is also president of the National Basketball Players Association (NBPA). First introduced to FRS in 2007, Fisher became an immediate fan, noticing a sustained energy that not only fueled him during practice and games, but also throughout his day.

"Derek Fisher is exactly the kind of athlete we want to work with. Not only is he an outstanding basketball player with a notable career, but he is a consummate professional and a genuine believer in the benefits of FRS Healthy Energy," said Mairiad Eichten, president and CEO of The FRS Company. "We are thrilled to have him join us as an advisor and FRS ambassador to the sport of basketball."

FRS Healthy Energy is available online at FRS.com and Amazon.com, at select supermarkets, specialty food and bike store locations, and at GNC, Vitamin Shoppe and SuperTarget® stores nationwide. To find a store nearest you, or more information on the full line of FRS products, please visit FRS.com.

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About The FRS Company:

FRS Healthy Energy products contain the antioxidant quercetin, which is naturally found in fruits and vegetables, such as red apples, grapes and berries. Studies have shown that quercetin delivers sustained energy and supports improved fitness. The FRS Company produces and distributes ready to drink cans, drink concentrates, soft chews and powdered drink mixes all containing a patented mix of the highest purity quercetin available (QU995™). FRS cans and select additional products are currently available through Amazon.com, at GNC, Vitamin Shoppe and SuperTarget® stores nationwide, and in a wide array of grocery, specialty and bike stores. Visit FRS.com to purchase online or to locate a retailer.