

For more information, contact:

Margaux Vega
415-449-0126
mvega@currentlm.com

THE FRS COMPANY INTRODUCES NEW CAN & CHEW PRODUCTS TO ITS GROWING FRS[®] HEALTHY ENERGY[®] LINE

***New Lo Cal Citrus Pomegranate Ready to Drink Cans & Pineapple Mango Soft Chews
Offer Additional Ways to Get Sustained Energy from Antioxidant Quercetin***

Foster City, CA (April 2009) – The FRS Company, a developer and distributor of sustained energy products, has added two new products –Lo Cal Citrus Pomegranate ready to drink cans and Pineapple Mango soft chews—to its FRS[®] Healthy Energy[®] line.

FRS Healthy Energy products provide a revolutionary blend of nutrients that extend the body's natural energy. That boost comes from the secret weapon, quercetin, an antioxidant found in foods such as blueberries, apples and grapes. Quercetin, combined with a host of essential vitamins, enables FRS to enhance the body's energy system to keep you energized and focused.

Building on the popularity of FRS Pomegranate Blueberry chews, the new Lo Cal Citrus Pomegranate ready to drink cans give consumers the same familiar great-tasting flavor in a pre-mixed drink form. FRS Lo Cal Citrus Pomegranate ready to drink cans offer sustained energy with 325 mg of quercetin but only 25 calories.

Additionally, as FRS consumers are healthy, active individuals, and often on-the-go, new Pineapple Mango soft chews give them yet another grab-and-go way to sustain energy throughout the day. Simple to unwrap, eat and easily packed in a backpack or gym bag, one serving – two chews – contains 250 mg of quercetin. FRS Pineapple Mango soft chews come in 30-count and 4-count bags.

FRS Healthy Energy is available online at FRS.com and Amazon.com, at select supermarket, specialty food and bike store locations, and at GNC 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 endurance. 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, and at GNC stores nationwide, and in a wide array of grocery, specialty and bike stores. Visit FRS.com to purchase online or to locate a retailer.