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## **FRS<sup>®</sup> Healthy Energy<sup>®</sup> to Make QVC<sup>®</sup> Debut**

**Foster City, CA, January 23, 2009** – The FRS Company, the developer and distributor of FRS<sup>®</sup> Healthy Energy<sup>®</sup> beverages and wellness products that feature a patented formulation of the powerful antioxidant quercetin and seven essential vitamins, is scheduled to make its QVC debut on **Friday, January 23 at 8 PM (ET)**.

FRS President and CEO Maigread Eichten will appear during QVC's "The Buzz on Wellness" broadcast to introduce the FRS<sup>®</sup> Healthy Energy<sup>®</sup> product line and educate viewers on its benefits and energy sustaining attributes.

"I look forward to inviting an entirely new audience to try FRS Healthy Energy," said Eichten. "As an active mother of three and a CEO, FRS has helped me juggle the demands of my busy life by giving me the sustained energy I need. I believe my story and the benefits of FRS will resonate with the QVC viewer."

QVC will offer viewers the FRS Healthy Energy System, a convenient 21-day supply of products for use at home or on-the-go. The system contains a 32-ounce bottle of Low Cal Orange Concentrate, one bag of Pomegranate Blueberry Chews and one box of Wild Berry Drink Powder.

All products are low in calories and contain 250 milligrams per serving of quercetin (QU995<sup>™</sup>), an extremely potent antioxidant.

### **About the FRS Company:**

The FRS Healthy Energy product line includes ready-to-drink cans, drink concentrates, soft chews and powdered drink mixes. 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 cans and select additional products are currently available through Amazon.com, at GNC stores nationwide, and in a wide array of grocery, specialty and bike stores. Consumers can visit [www.FRS.com](http://www.FRS.com) to purchase online or to locate a retailer.

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