

**THE FRS COMPANY EXPANDS AVAILABILITY OF ITS FRS® HEALTHY ENERGY® PRODUCTS  
IN VITAMIN SHOPPE STORES NATIONWIDE**

*Added National Distribution Offers Healthy, Active Consumers More Ways to Find Sustained  
Energy with Antioxidant Quercetin*

**Foster City, CA (May 6, 2009)** – The FRS Company, a developer and distributor of sustained energy products, has added Vitamin Shoppe stores across the United States to its growing list of retail distribution channels. Joining the likes of GNC, Safeway and Amazon.com, Vitamin Shoppe began carrying a variety of FRS® Healthy Energy® products in approximately 400 stores and at Vitamin Shoppe.com in late-April 2009.

FRS's revolutionary blend of nutrients extends the body's natural energy while supporting overall health during the long haul. This energy comes from quercetin, an antioxidant found in blueberries, apples and grapes, which enhances the body's energy system. The patented FRS formula also features essential vitamins and other antioxidants that support quercetin absorption.

The following FRS varieties are available to Vitamin Shoppe customers:

**Ready-to-drink cans** – This grab-and-go can is packed with 325 mg of quercetin. **Flavors: Orange, Low Cal Wild Berry, Low Cal Peach Mango and Low Cal Citrus Pomegranate**

**Soft chews** - FRS soft chews are individually wrapped and ideal for travel. One serving - two chews - contains 250 mg of quercetin. **Flavors: Orange and Pomegranate Blueberry** (Both flavors are available in 4-count and 30-count bags.)

“The partnership between FRS and Vitamin Shoppe, a highly regarded leader in the supplement industry, brings FRS closer to existing customers and extends our reach to new ones,” said Maigread Eichten, president and CEO, The FRS Company. “FRS believes this broad retail distribution will address consumers' increased desire for healthy living product options. And FRS proudly fills this need with a breadth of convenient and easy-to-use offerings.”

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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 Vitamin Shoppe and 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.

**About Vitamin Shoppe Industries, Inc.:**

Vitamin Shoppe is a leading specialty retailer and direct marketer of nutritional products based in North Bergen, New Jersey. The company sells vitamins, minerals, nutritional supplements, herbs, sports nutrition formulas, homeopathic remedies, and other health and beauty aids to customers located primarily in the United States. The company carries national brand products as well as exclusive products under Vitamin Shoppe, BodyTech, MD Select, and VS Basics proprietary brands. The Vitamin Shoppe conducts business through more than 400 company-owned retail stores, national mail order catalogs, and two websites, www.vitaminshoppe.com and www.Bodytech.com.