

For Immediate Release

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**LANCE ARMSTRONG'S "SECRET WEAPON" REVEALED IN NEW  
ADVERTISING CAMPAIGN**

**Foster City, CA, January 19, 2010** – Seven-time Tour de France winner Lance Armstrong and The FRS Company have joined forces to create an exciting new advertising campaign that reveals his secret weapon...FRS<sup>®</sup> Healthy Energy<sup>®</sup> Fueled by Quercetin<sup>™</sup>, a powerful antioxidant found naturally in apple skins, grapes, berries, and red wine. With these new ads, Lance Armstrong and FRS will spread the word about the benefits of quercetin and FRS drinks and chews.

“We’re thrilled to be teaming up with Lance to let people know that quercetin provides a safe and natural way to boost energy and endurance,” said Simon Goode, vice president of marketing at The FRS Company, a developer and distributor of sustained energy products.

The “Lance Armstrong Has a Secret” ad campaign captures Armstrong’s passion for training and gives viewers an up-close look at his Austin, Texas ranch, including his gym and bicycle garage. Directed by Brian Beletic, one of the most exciting and successful commercial and music video directors working today, the ads are engaging, powerful, humorous, and memorable. Beletic’s previous work includes commercials for Adidas, Dodge, Coca-Cola, Sprint and Reebok, as well as music videos for top recording artists such as the Black Eyed Peas and Fat Boy Slim.

The 30-second ad and six 10-second spots begin airing this week on a variety of sports programs on ESPN, ESPN2, and other sports channels, in addition to heavy general market schedules in San Francisco and San Diego. The ads will also air on VERSUS TV during its Tour Down Under coverage on January 17 – 24. The launch of the new ads was preceded by a two-week viral campaign of six 10-second teasers that appeared on YouTube, Twitter, Facebook and FRS.com. The new ads also can be viewed at FRS.com. Additional media flights are planned for later in the year.

“My daily off-season training schedule is intense—cycling, weight training, running and swimming. I need something that is going to give me maximum endurance to help me get through it all,” said Lance Armstrong, who serves on the FRS Board of Directors. “Sugar and caffeine just aren’t going to do it. I rely on FRS because it helps give me an edge, in a healthy way.”

Quercetin has been shown in clinical studies to deliver sustained energy, help promote improved fitness and support overall health. Emerging scientific research suggests that



quercetin mimics the effects of exercise by enhancing the production of the body's mitochondria, the energy-producing units in cells.

### **About The FRS Company**

The FRS Company produces and distributes its FRS Healthy Energy products in a variety of formulations -- ready-to-drink cans, drink concentrates, soft chews, and powdered drink mixes -- to suit customers' needs. All FRS Healthy Energy products contain a patented mix containing the highest purity quercetin available (QU995™), green tea extract and essential vitamins. FRS single-serving cans and select additional products are currently available through GNC and Vitamin Shoppe stores nationwide, in a wide array of grocery, specialty and bike stores and online at Amazon.com and other online retailers. Customers can visit [FRS.com](http://FRS.com) to purchase online or to locate the nearest retailers. Ten cents of every case of FRS® cans sold goes to the Lance Armstrong Foundation. Similar payments are also made on cases sold of all other FRS product formats.

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