



For Immediate Release

Contact: Sydney Neuhaus
646-805-2827
sneuhaus@rlmnet.com

THE FRS COMPANY EXPANDS SALES TEAM FOR RAPID GROWTH

*Names Todd Gibson General Manager of Field Sales and Expands
Richard Libonate's Retail Sales Role*

Foster City, CA (March 18, 2010) – The FRS Company, a developer and distributor of FRS® Healthy Energy® products, announced today that it is expanding its sales organization to capitalize on opportunities in multiple areas including national and global expansion. Key moves include naming Todd Gibson as the Company's General Manager of Field Sales and broadening Richard Libonate's role to General Manager of National Accounts & International Sales.

Mr. Gibson is a highly seasoned beverage industry sales executive, with 15 years of experience launching and developing top brands such as Hansen's, SoBe, and FUZE. He most recently served as Central Region Vice President, Still Portfolio, for Coca-Cola North America, managing brands such as FUZE, NOS, Vitamin Water, and Powerade.

"We are thrilled to bring Todd on board to help us build the FRS brand and raise our visibility among key distributors," said Carl Sweat, CEO of The FRS Company. "He has the perfect blend of entrepreneurial experience and industry connections to bring FRS to more retailers, distributors and ultimately consumers."

FRS also plans to leverage Rich Libonate's extensive expertise and success in both domestic and foreign markets. "Rich and his team have driven phenomenal retail sales growth and national momentum for FRS," Mr. Sweat said. "We anticipate launching two international markets by year-end and are confident that Rich is now positioned to fully capitalize on these opportunities."

Mr. Gibson's hire is the first in a series of actions by Mr. Sweat, who became CEO of FRS in January 2010. Mr. Sweat is developing a comprehensive distribution strategy that will enable the company to get FRS Healthy Energy products into more retail outlets, while maintaining its dominant e-commerce business.

"Distributors and retailers are looking for brand platforms that can generate excitement and bring profit back into the store shopping experience," Mr. Gibson said. "I believe strongly that FRS Healthy Energy products have this capability. One of my first goals will be to fill out the team with energetic individuals that will help captivate the attention of retailers and distributors alike."



FRS's distribution network currently includes more than 20,000 outlets nationwide, including health and wellness experts like GNC, Rite Aid and Vitamin Shoppe; other major chains such as Safeway, Publix, Meijer, and Duane Reade; convenience retailers like WaWa, Quick Trip and Casey's General Store; and bike and running shops throughout the country. In 2009, more than 20 million people visited FRS' e-commerce site and 200,000 15-day product samples were shipped to potential new customers.

FRS's main ingredient is the antioxidant quercetin, which is naturally found in fruits and vegetables such as red apples, grapes and berries. The patented FRS formula contains the highest purity quercetin as well as a mix of vitamins and metabolic enhancers to help increase quercetin absorption or bioavailability. Quercetin has been proven in clinical studies to deliver sustained energy, help promote improved fitness and support overall health.

Professional athletes including Lance Armstrong, seven-time Tour de France winner, Derek Fisher, starting point guard for the Los Angeles Lakers, Brooke Hanson, AVP beach volleyball Defensive Player of the Year and Raphael Matos, 2009 IndyCar Rookie of the Year, are regular users and enthusiastic supporters of FRS products.

About The FRS Company

The FRS Company produces and distributes its FRS Healthy Energy products in a variety of formulations -- soft chews, drink concentrates, powdered drink mixes and ready-to-drink cans -- 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, Rite Aid and Vitamin Shoppe stores nationwide, in a wide array of grocery and convenience chains, specialty and bike shops and online at Amazon.com and other online retailers. Customers can visit FRS.com to purchase online or to locate a retailer. For the past three years, ten cents of every case of FRS® cans sold goes to LIVESTRONG. Similar donations are also made on cases sold of all other FRS products.

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