

Contact: Carli LaForgia
845-570-0879
claforgia@frs.com

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Tim Tebow Joins Forces with FRS Healthy Energy

1/5/2011 Gina DiFalco FRS products enhance the quality of athletes' personal performance. Tim Tebow, a two-time national champion, 2007 Heisman Trophy winner, and a first-round selection of the Denver Broncos in the 2010 NFL Draft, is now joining the FRS Healthy Energy Team.

Tebow will don black and yellow to support the healthy benefits of FRS products, along with seven-time Tour de France winner Lance Armstrong, five-time NBA champion Derek Fisher, record-setting mountain climber Jordan Romero, and a growing number of Americans who have adopted FRS to enhance their personal performance.

Tebow announced, "I am excited to officially be a part of the FRS team. I use their products regularly and can honestly say that I believe FRS has helped me perform at my best on and off the field. I look forward to sharing my FRS story with fans and spreading the word on this amazing brand."

Tebow will appear in FRS's marketing and advertising campaigns, and act as a brand ambassador within the professional, collegiate, and high school athletic communities. FRS will also work alongside Tebow for his Tim Tebow Foundation with a fundraiser at FRS.com, in which FRS will donate twenty-five percent from the purchases of his favorite FRS products to the foundation.

"Tim Tebow is the perfect embodiment of our FRS brand and we are proud that of all the beverages out there, Tim chose FRS as his partner," said Carl Sweat, President and CEO of The FRS Company.

"Not only is Tim an outstanding football player with historic achievements and a bright future, he is also a positive influence that believes in a healthy active lifestyle...and that is what FRS is all about. The fact that Tim has experienced the difference FRS can deliver will enable him to speak from the heart with great authenticity."

FRS customers can buy their products in a variety of ways -- ready-to-drink cans, liquid concentrates, soft chews, and powdered drinks. The key ingredient in FRS is quercetin, a powerful antioxidant found naturally in fruits and vegetables.

In June 2010, FRS signed an exclusive agreement with PepsiCo to distribute its entire product line in grocery, drug, mass merchant, and club chains nationwide. Visit FRS.com to purchase online or to locate a retailer.

Since 2007, FRS has united with Team LIVESTRONG to aid in the fight against cancer.