



For Immediate Release

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**THE FRS COMPANY COMMITS \$750,000 TO LIVESTRONG®
IN NEW THREE-YEAR AGREEMENT**

FRS named exclusive energy drink/isotonic beverage sponsor for Team LIVESTRONG

Foster City, CA, May 12, 2010 – The FRS Company, a developer and distributor of FRS® Healthy Energy® and wellness products, today announced a new three-year agreement to support LIVESTRONG, the organization founded by cancer survivor and champion cyclist Lance Armstrong to inspire and empower people affected by cancer.

Under the agreement, The FRS Company will commit a total of \$750,000 to LIVESTRONG over the next three years, as well as work to generate even greater financial support through fundraising programs. For its part, FRS gains broader and deeper connections to LIVESTRONG, including being designated as the exclusive energy drink/isotonic beverage sponsor of the Team LIVESTRONG series, featuring 21 events in which participants take action in the fight against cancer by raising awareness and funds through marathons, triathlons and cycling races. Also as part of the agreement, the FRS Healthy Energy logo will appear on the back of Team LIVESTRONG cycling jerseys and throughout the LIVESTRONG website, advertising and promotional displays.

“I’ve been using FRS Healthy Energy for years in my training and pre-race performance regimen based on the strong science behind its main ingredient, quercetin,” said Armstrong. “I’m proud to have LIVESTRONG associated with FRS and welcome them to our unified global movement against cancer.”

Clinical studies have proven that quercetin, the main ingredient in FRS’ patented formula, delivers sustained energy and endurance, helps promote improved fitness, and supports overall health. Quercetin is a powerful antioxidant naturally found in fruits and vegetables such as red apples, grapes and berries.

“LIVESTRONG is among the most recognizable and credible organizations in the health and wellness community, and renowned for inspiring millions of people affected by cancer,” said Carl Sweat, President and CEO, The FRS Company. “FRS has been an enthusiastic partner and supporter of LIVESTRONG since 2007, and this new agreement enriches our relationship with Lance and his foundation to enable even greater awareness and support of this important mission.”

For the past three years, ten cents of every case of FRS® cans sold went to LIVESTRONG. Similar donations were also made on cases sold of all other FRS products. To date, FRS has donated \$350,000 to LIVESTRONG towards the fight against cancer.



About The FRS Company

The FRS Company produces and distributes its FRS Healthy Energy and wellness products in a variety of formulations – ready-to-drink cans, drink concentrates, soft chews and powdered drink mixes – to suit customers’ needs. All FRS offerings contain a patented formula with the highest purity quercetin available (QU995™), green tea extract and essential vitamins. FRS single-serving cans and select additional products are currently sold 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](https://www.frs.com) to purchase online or to locate a retailer.