

FRS® HEALTHY PERFORMANCE™ ANNOUNCES 'AMERICA WINS WITH TEBOW' PROMOTION**FRS® Set to Launch Massive Beverage Giveaway**

Foster City, CA (January 12, 2012)- Football fans may find themselves 'Tebowing' to a local FRS retailer this Saturday for a great deal courtesy of the star quarterback. The FRS Company is inviting consumers across America to score a free FRS Healthy Energy drink if spokesperson Tim Tebow and his Denver teammates beat New England during Saturday's playoff game.

Beginning today at 3pm PST, Tebow fans will be able to register for the giveaway at FRS.com/americanwinswithtebow. If Tebow and Denver win Saturday, the first 100,000 consumers to sign up will receive a certificate redeemable for a free bottle or can of FRS Healthy Energy at participating retailers across America. The patented FRS formula, used by Tebow since 2010 to help him perform his best on and off the field, features the powerful antioxidant Quercetin, found naturally in fruits and vegetables, with green tea catechins and seven essential vitamins that serve as a natural energy and endurance booster.

Fans can stay up to date on the latest giveaway news, exclusive Tebow videos, offers and discounts through Facebook at facebook.com/frshealthyenergy and on Twitter by following @FRS and #americanwinswithtebow.

"FRS has been a believer in Tim since before his rookie year," said Matt Kohler, FRS Chief Marketing Officer. "His thrilling overtime victories, combined with a tireless work ethic, and charitable work are an inspiration. We are excited to share Tim's healthy drink of choice with consumers everywhere," concluded Kohler.

To thank fans for their support, FRS will offer a free ten-day FRS sample pack through www.frs.com regardless of the outcome of Saturday's game.

About The FRS Company

The FRS Company produces a full line of Healthy Performance™ products, including ready-to-drink beverages, chews, powdered drink mixes, shots and concentrates. FRS products use the super antioxidant Quercetin, found naturally in many fruits and vegetables, which has been shown in multiple clinical trials to provide sustained energy, increased endurance, and immune system support. Originally developed by a team of health scientists for chemotherapy patients, FRS products are now championed by some of the world's most elite athletes, such as seven-time Tour de France winner Lance Armstrong, NFL star Tim Tebow, Captain of the US Women's Soccer Team Christie Rampone and over 20 professional sports teams. The venture capital and private equity firm, Oak Investment Partners, is a major investor in the company. FRS products are available online or at major retail stores nationwide.