

FRS® HEALTHY ENERGY® KICKS OFF FOOTBALL SEASON WITH ESPN

FRS Supports Healthy Active Lifestyle Among America's Youth

Foster City, CA, Sept 1, 2011 –FRS® Healthy Energy is set to kick off the football season and continue its mission to provide healthy alternatives to America's young adults during the seventh annual Kirk Herbstreit National Kickoff Classic, a series of nationally televised high school football games Labor Day weekend. FRS will sponsor the events with Healthy Energy® and Healthy Protein™ drinks on the field in Columbus at Ohio Stadium, home of the Buckeyes, aka "The Shoe," airing on ESPN Networks September 4th and 5th and on September 5th at Dallas Cowboys Stadium in Arlington, Texas, airing on FSN.

"Each year, the Kirk Herbstreit Kickoff Classic shines a light on the top high school football talent around the nation", noted Carl Sweat, President and CEO, The FRS Company, "FRS is committed to helping these athletes and their families pursue a healthy active lifestyle and we are excited by the positive response to our natural and sustained energy products. Whether we are supporting events like the Kickoff Classic, LIVESTRONG Challenge series, Junior Olympic Volleyball tournaments or mountain bike competitions, FRS offers a natural energy alternative without the crash, jitters or potential health concerns associated with most energy drinks or shots that rely on high levels of sugar or caffeine."

Millions of Americans are discovering that FRS natural performance drinks and chews provide compelling advantages over typical energy and protein drinks. The difference lies in the patented FRS® formula featuring the powerful all natural antioxidant Quercetin, found naturally in fruits and vegetables, plus green tea catechins and seven essential vitamins that combine to deliver natural sustained energy. Amidst a sea of beverages filled with high levels of sugar and high fructose corn syrup linked to America's obesity epidemic, FRS® remains committed to providing sustained, natural energy with low calorie and low sugar options.

"As a sports dietitian, I hear concerns frequently about energy drinks from coaches, parents, trainers and medical staff on the effects of high levels of caffeine, sugar crashes, and the unproven and unregulated ingredients which so easily get in the hands of teens and young adults," said Rikki Keen, Sports Dietician, "FRS products offer a safer and healthier alternative using science backed ingredients to provide sustained energy and enhanced performance. FRS provides a line of all natural products with no artificial colors or flavors, no excess sugar, no mega-doses of vitamins and no over-hyped ingredients- it's a smart choice on or off the field."

(more)

About The FRS Company

FRS® Healthy Performance™ products are offered in ready-to-drink cans, re-sealable bottles, liquid concentrates, soft chews and powdered drink mix forms to meet the needs of active lifestyle consumers. FRS uses the super antioxidant quercetin, found naturally in many fruits and vegetables, combined with a patented mix of vitamins and other antioxidants, to provide sustained natural energy. A large body of existing scientific research demonstrates the positive fitness and performance effects of quercetin and the patented FRS formula. FRS products are championed by professional athletes such as seven-time Tour de France winner Lance Armstrong, NFL quarterback and Heisman Trophy winner Tim Tebow, Captain of the US Women's Soccer Team Christie Rampone and over 20 professional sports teams. Most recently FRS was discovered by Nick Cannon, star of "America's Got Talent", as part of the launch of new PET bottles of Healthy Energy® and Healthy Protein™ in New York city. Since 2007, FRS has united with Team LIVESTRONG to aid in the fight against cancer. In June 2010, FRS signed an agreement with PepsiCo to distribute the FRS product line in grocery, drug, mass merchandise and club store chains nation-wide. The venture capital and private equity firm, Oak Investment Partners, is a major investor in FRS. Visit www.FRS.com for a free 10 day trial pack, to purchase online or to locate a retailer.

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