



For Immediate Release:

## **THE ULTIMATE SOCCER MOM PROMOTES FRS® HEALTHY PERFORMANCE™**

### **Soccer Superstar Christie Rampone Joins Team FRS**

Foster City, CA (May 17, 2011) – Christie Rampone is not your average soccer mom. The 35-year-old mother of two has graced magazine covers, serves as captain of the U.S. National Women's Soccer team, won two Olympic gold medals, a World Cup title and led her women's team to a championship while 3 months pregnant. Dubbed as the "First Lady of Soccer" and the "Ultimate Sports Mom," Rampone has joined the FRS® Healthy Performance™ Team as an FRS Ambassador to inspire others to fuel their best with the healthy benefits of FRS products. You'll never catch this FRS mom on the sidelines.

"As a wife, mother of two, and the captain of the US Women's Soccer Team, I am always on the go," says Rampone. "Choosing the right products to fuel my body is an absolute must and helps me be the best I can be for both my family and team. Because I travel all over the world, I need something to help keep me healthy and balanced. FRS products are a huge part of my life and a big reason why I continue to accomplish my dreams."

This soccer phenomenon has an unwavering determination to score big on her goals- both on and off the field. Whether she's in the middle of her professional season or home with her family, Rampone credits FRS for its natural ability to keep her energy up. A fan of FRS since winning the gold in the 2008 Beijing Olympics, she especially benefits from the fact that the FRS products are packed with B-Vitamins and antioxidants that aid in her recovery and protect her immune system. Rampone will join the likes of seven time Tour de France winner Lance Armstrong, 2007 Heisman Trophy Winner and NFL first round draft pick Tim Tebow,, 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. Rampone's relationship with FRS will include print and online placements, blogging, appearances, and acting as an overall brand ambassador.

"Christie Rampone truly embodies the FRS brand and we are proud to have her join our all-star roster of authentic FRS users," said Deepak Masand, Vice President of Marketing of The FRS Company. "She's got the drive and stamina of a world-class athlete, while also bringing a consummate dedication and compassion to her teammates and family. There's a reason why she's a mom, a coach, a captain *and* a player in one. Christie not only inspires her teammates with her energy and driving force, but she's also a role model to parents everywhere looking to juggle a healthy lifestyle amidst a career and family. She is truly a positive influence that believes in a healthy active lifestyle...and that is what FRS is all about," concluded Masand.

#### **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 fruits and vegetables, combined with a patented mix of vitamins, metabolic enhancers and antioxidants to provide sustained natural energy. A large body of existing scientific research demonstrates the positive fitness and performance effects of quercetin. FRS products are championed by professional athletes such as seven-time Tour de France winner Lance Armstrong, NFL star Tim Tebow, five-time NBA champion Derek Fisher and over 20 professional sports teams. Since 2007, FRS has united with Team LIVESTRONG to aid in the fight against cancer. In June 2010, FRS signed an exclusive agreement with PepsiCo to distribute its entire product line in grocery, drug, mass



merchant and club chains nation-wide. The venture capital and private equity firm, Oak Investment Partners, is a major investor in FRS. Visit [www.FRS.com](http://www.FRS.com) to purchase online or to locate a retailer.