

## **MATT KOHLER NAMED CHIEF MARKETING OFFICER OF THE FRS COMPANY**

**Foster City, CA, October 20, 2011-** The FRS Company, provider of the Healthy Performance™ line of products, is pleased to announce the appointment of Matt Kohler to Chief Marketing Officer. In his new position, Kohler will continue to accelerate the company's growth by overseeing global marketing efforts including brand strategy, product innovation, advertising, promotions, social media and event marketing. Kohler will report directly to Carl Sweat, President and Chief Executive Officer.

"Matt has a deep understanding of consumers and the CPG industry and an impressive track record for creating and executing world class marketing," said Carl Sweat, President and CEO, The FRS Company. "We are thrilled to have Matt onboard. His experience with both billion dollar brands and high-growth startup companies will enhance the strength of our marketing and leadership teams."

Prior to joining FRS, Kohler served as Vice President of Marketing at Green Dot Corporation, a leading provider of financial services for America's underserved. Kohler led all marketing activities for the Green Dot brand from its entrepreneurial growth stage through a successful IPO.

"This is an exciting time to join FRS. The company's FRS® Healthy Performance™ line of products is strongly positioned for growth. I am honored to be part of the team and look forward to building these brands," stated Matt Kohler.

Previously, Kohler worked in Brand Management at The Clorox Company, where he was responsible for the Company's flagship brand. Kohler successfully launched Green Works, an innovative line of "green" plant-based cleansers, from concept to commercialization and the first new brand launch for Clorox in more than 20 years. Kohler has worked nationally and internationally for leading brands like The Coca-Cola Company and Johnson & Johnson. Kohler received an MBA from Harvard and a BA in Economics/International Studies from American University.

### **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 healthy energy, increased endurance, and immune system support. Originally developed by a team of Harvard 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. For a free trial of the product, visit [www.FRS.com](http://www.FRS.com).

