



For Immediate Release

Contact: Sydney Neuhaus
646-805-2827
sneuhaus@rlmnet.com

The FRS Company Announces Distribution Alliance with PepsiCo Beverages America

*Deal with PepsiCo Gives The FRS Company Access to Broad Distribution Channels
Outside the Western U.S.*

Foster City, CA, June 17, 2010 – The FRS Company announced today that it has signed an agreement with PepsiCo Beverages America (PBA) to distribute its FRS® Healthy Energy® brand of products, which contain a patented formula of the highest purity quercetin available (QU995™), green tea extract and essential vitamins. Under the terms of the agreement, PepsiCo will be the exclusive distributor for FRS' ready-to-drink beverages, powders, and soft chews in select channels spanning markets outside the Western U.S., where the brand has posted strong growth for several years. The agreement is effective immediately and PBA will begin distribution in September. Financial terms of the transaction were not disclosed.

"PepsiCo's robust go-to-market system is the perfect choice for FRS to accelerate our already-rapid growth, which is being fueled by growing recognition of the strong science behind quercetin and our passionate base of loyal users," said Carl Sweat, President and CEO of The FRS Company. "Having a company of the caliber of PepsiCo associated with our brand is an important validation of FRS and our main ingredient quercetin, a powerful, all natural antioxidant which is scientifically proven to deliver natural, sustained energy, and other important health and wellness benefits."

All FRS Healthy Energy products contain quercetin, which is naturally found in fruits and vegetables such as berries, red apples and grapes. FRS' patented formula boasts the highest purity quercetin (QU995™), as well as a mix of vitamins and metabolic enhancers to help increase quercetin absorption or bioavailability. Quercetin is a proven catalyst of sustained energy, improved fitness, and overall health. FRS products are championed by professional athletes such as seven-time Tour de France winner Lance Armstrong, the LA Lakers' Derek Fisher, and 16 professional sports teams.

"With PepsiCo, we'll be able to greatly extend the reach of the FRS brand and put it in the hands of more consumers than ever before," Mr. Sweat added.

About The FRS Company

The FRS Company produces and distributes its FRS Healthy Energy products in a variety of formulations – ready-to-drink cans, liquid concentrates, soft chews and powdered drink mixes -- to suit customers' needs. All FRS offerings contain a patented mix with the highest purity quercetin available (QU995™), green tea extract and essential vitamins. Customers can visit FRS.com to purchase online or to locate a retailer. In 2007, FRS joined Team LIVESTRONG in the fight against cancer.