



For Immediate Release

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THE FRS COMPANY NAMES TIM REDMOND DIVISION VICE PRESIDENT OF FIELD SALES

Foster City, CA (April 2, 2010) – The FRS Company, a developer and distributor of FRS[®] Healthy Energy[®] products, announced another key addition to its sales team by naming Tim Redmond to the post of Central Division Vice President, Field Sales.

Mr. Redmond has spent his entire career in the beverage industry and brings considerable sales and management expertise to FRS. He most recently served as Central Director of Sales responsible for vitaminwater and smartwater. Prior to that, he held sales leadership positions at Snapple Beverage Group and Coca-Cola Enterprises.

“Tim brings tremendous experience and leadership to FRS along with a record of success building brands, sales teams and relationships with distributors and retailers for companies of all sizes,” said Carl Sweat, CEO of The FRS Company. “Tim is the latest in a line of seasoned beverage executives who have recently joined FRS. He will be instrumental in expanding our footprint throughout the U.S. and fast-tracking the growth and penetration for FRS Healthy Energy.”

“My experience at Glaceau building the vitaminwater and smartwater brands provided priceless and transferrable learnings,” added Mr. Redmond. “I look forward to applying this previous success to FRS by leveraging its unique science, passionate athletes and consumers against substantial retail and distribution opportunities.”

FRS’s distribution network currently includes more than 20,000 outlets nationwide, including health and wellness experts like GNC, Rite Aid and Vitamin Shoppe; other major chains such as Safeway, Publix, Meijer and Duane Reade; and bike and running shops throughout the country. In 2009, more than 20 million people visited FRS’ e-commerce site and 200,000 15-day product samples were shipped to potential new customers.

About The FRS Company

The FRS Company produces and distributes its FRS Healthy Energy products in a variety of formulations -- soft chews, drink concentrates, powdered drink mixes and ready-to-drink cans. All FRS offerings contain a patented mix containing the highest purity quercetin available (QU995[™]), green tea extract and essential vitamins. FRS single-serving cans and select additional products are currently available through GNC, Rite Aid and Vitamin Shoppe stores nationwide, in a wide array of grocery and convenience chains, specialty and bike shops and online at Amazon.com and other online retailers. Customers can visit FRS.com to purchase online or to locate a retailer. For the past three years, ten cents of every case of FRS[®] cans sold goes to LIVESTRONG. Similar donations are also made on cases sold of all other FRS products.