

FOR IMMEDIATE RELEASE

April 2, 2008

(Tampa) - Partners Mike Fitzgerald and Victor Sanchez announce the creation of FROS-T Sports, Inc., a Florida Corporation based in Tampa. The company is working on a performance cooling garment with advance polymer technology.

The mission of the company is to produce a garment that will keep athletes cool to ward off heat fatigue, stress, dehydration... while increasing endurance and performance. Further expansion of the product will benefit the military, health and industrial market segments.

Mr. Fitzgerald, President and CEO, will be responsible for strategic, financial, personnel, and technology aspects of the organization. Mr. Fitzgerald holds a MBA from the University of Tampa and a BA from the University of South Florida.

Mr. Sanchez, VP of Marketing and Product Development, will be responsible for the sales and marketing, product development, channel distribution and sports relation activities of the organization. Ms. Sanchez played professional baseball for 2 years in the Puerto Rico Professional Baseball League Class A and Class AA and the Instructional League for the NY Mets.

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