

FOR IMMEDIATE RELEASE

December 11, 2008

(**Tampa**) - *FROS-T* Sports, Inc. is proud to announce its corporate relationship with Beth Price, International & National Triathlon Champion, as well as a Multiple Sclerosis (MS) motivational speaker. Ms. Price will begin trial testing of the new *FROS-T*™ cooling apparel line in January of 2009.

Beth Price is an accomplished athlete. Her achievements include:

- ITU World Champion, 2007
- National Champion, 2008
- Second in Nationals, 2007
- Member of the National Physically Challenged Team, 2008
- Member of Team USA, 2007 & 2008
- Advocate with Teva Neuroscience

Kay Hendricks, Southeast Regional Manager for *FROS-T* stated, “We are the inventors and the only source for today's premier sports cooling shirt and sports bras designed to maximize performance, while maintaining you cool. We are very excited to begin our testing with Ms. Price as she trains and goes on the national and international tours”.

Mike Fitzgerald, President & CEO commented, “Our sports shirt, ‘*FROS-T*’ is for extreme athletes who train long, hard and who need that extra competitive advantage. We have developed a compression fit shirt and sports bra that utilizes advanced polymer technology which keeps the athlete cool through the evaporative cooling process”.

International and National Triathlon champion, Beth Price stated, “As an athlete, I'm very excited about the *FROS-T* line ... as a person living with MS, even more so! I'm looking forward to testing the products. I'll begin training specifically for triathlon events in January of 2009”.

Mr. Fitzgerald went on to say, “With the addition of a world-class athlete like Beth testing and refining our products, *FROS-T* is uniquely positioned to be a ‘leader’ in the

MS industry. We want to reach out and do the right thing - - and this relationship puts us on the right track”.

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