



News Release

First Choice Ribbon Organizer Now Available in over Fifty Retail Outlets Across Canada and the United States.

July 21, 2009: Abbotsford, BC, Canada: First Choice Products Inc. ("the Company") (CNSX: FCI) is pleased to provide an update on the newly introduced Ribbon Organizer. Success continues to be measured by the placement of inventory of the BEST Ribbon Organizer, now in over 57 Scrapbooking or Craft Stores, with a 36% ratio of units already regularly being re-ordered to maintain their demand.

The staff at First Choice Products has focused on outbound sales calling as one of the most cost effective and efficient means to introduce the Ribbon Organizer as well as the BEST Craft Organizer Products to the over four thousand potential Scrapbooking or Craft stores throughout the US and Canada. Once contact has been achieved, samples are shipped to them for their review, and follow-up for orders by the staff, occurs shortly thereafter.

The Company has commenced an aggressive outgoing sales call marketing campaign to contact all 4,000 retail and wholesale outlets in Canada and the U.S. to ensure maximum market penetration. This program has proven to be the most effective and cost efficient means of introducing the Ribbon Organizer and other Company products to the retail market. Samples are shipped to these outlets for their review and follow-up calls for orders are placed by Company staff.

First Choice president Dave Martens commented "I have been very pleased with the commitment shown by all members of the staff to introduce the Ribbon Organizer. We are been able to ramp up marketing of this product with very little increase in overhead. We are gaining momentum and the outlook for the remainder of the year for the Ribbon Organizer as another solid source of revenue to complement our existing product lines is excellent."

About First Choice Products

First Choice Products Inc. is a CNSX listed consumer goods company located in Abbotsford B.C. Canada. The Company has several successful product lines including the newly introduced Ribbon Organizer and Extreme Green putting green with sales last year of approximately 2 million dollars in fiscal 2008.

On Behalf of the Board

Dave Martens
President

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