



## News Release

### **First Choice Newest Product the Ribbon Organizer Gains Immediate Consumer Acceptance and Second Quarter Revenues Remain Steady Despite Economic Downturn**

**June 1<sup>st</sup>, 2009: Abbotsford, BC, Canada:** First Choice Products Inc. (*"the Company"*) ([CNSX: FCI](#)) announces the launch of the newly introduced "Ribbon Organizer" has been met with great success. To date over 700 units have been sold in Canada and the US and samples have been shipped to the United Kingdom and Australia. Feedback has been very positive and based on early estimates the Company expects to ship a minimum of 25,000 units in the first year.

First Choice President, Dave Martens, commented "We are very pleased with the response we have received for the Ribbon Organizer. When we designed this product we knew we were filling a niche market that had been overlooked. Considering the advertising campaign for this product hasn't even begun yet, we are excited to see how quickly it's taking off".

First Choice is also pleased that the recently released 2<sup>nd</sup> quarter revenues are well within projected estimates. Dave went on to comment "We were concerned about the current economic conditions going into this quarter and have aggressively promoted our products. Sales of the Best Craft Organizer are down only 11% over last year and now with the Ribbon Organizer gaining strength the outlook for the rest of the year is positive".

#### **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**

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