



News Release

First Choice Develops New Product

August 6th, 2009: Abbotsford, BC, Canada: First Choice Products Inc. ("the Company") (CNSX: FCI) is pleased to announce that it has developed a unique collapsible toilet made from high impact durable plastic. This collapsible toilet folds in seconds, weighs only 4 pounds and will support weight of 350 pounds. This product has been designed in direct response to a market created by a distribution company to supply substantial North American and International markets. FCPI will supply the product which will be marketed by the distribution company. This distribution company anticipates sales in excess of 72,000 pieces during its initial year with sales increasing rapidly thereafter. FCPI already has a patent pending on this product.

About First Choice Products

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

On Behalf of the Board

Dave Martens
President and CEO

For further information please contact:

Doug Kerr
Telephone: 604-638-0699
Toll Free: 1-866-580-0699
Cell: 604-315-4400
Facsimile: 604-638-0698
Email: doug@firstchoiceproductsinc.com