



NEWS RELEASE

PETROQUEST VENTURES INC. - NEW PRODUCTION TUBING INSPECTION TOOL UPDATE

July 27th, 2011: Abbotsford, BC, Canada:

First Choice Products Inc. (CNSX: FCI) (the "Company") is pleased to announce that its subsidiary PetroQuest Ventures Inc. has conducted a field test on its Inspection **Tool** on its SE A1-6-45-4W4M well.

The new **Tool** was lowered to 714.5 meters and the well was pressured to 3,000 psi to test the drainage plugs. There is no tubing or pump problem in this well so only the release procedure was tested. Following the test several modifications were made such as a specific tubing size steel stopper and larger solid core seals. This will allow a well to be pressured up to 5,000 psi for testing. Most drainage is done with pressure in the well at 2,100 to 2,500 psi so the **Tool** will provide tolerance up to 100% over the normal pressure used. PetroQuest is waiting to test the **Tool** on a possible pump failure in a well operated by another owner. Once testing is completed, PetroQuest plans to have the manufacturer build an initial 10 units. PetroQuest will then present the **Tool** to large equipment and specialized well service tool rental companies who have numerous outlets throughout Western Canada. The final rental costs are yet to be determined however, the daily rental for the **Tool** is projected to be in the \$700-\$1,000 range.

As the **Tool** gains recognition PetroQuest will manufacture sufficient numbers to supply what is seen as a very large market. Production wells ultimately start losing flow rates that can be traced to a tubing leak or progressive cavity pump failure and this occurs many times in the life of a well. The **Tool** will save operators substantial service rig time and should significantly reduce production downtime when running tests. Estimated cost savings and increased revenue from less downtime will run in the thousands of dollars for operators for each well being tested.

PetroQuest will be able to announce its oil production rate from its recent re-entry program on the **SE A1-6-45-4W4M** well early next week. The operator has slowly been increasing the well pump's rpms to gain optimum production. Recent high winds due to unsettled weather caused extensive damage to the pump house and displaced flow lines. Repairs are currently under way.

In addition, the Company has acquired the URL's Petroquestventures.com and .ca and is currently building a website to showcase activities. It should be live shortly. Currently all information is available at www.firstchoiceproductsinc.com

The Company's common shares are listed for trading on the Canadian National Stock Exchange (CNSX) under the trading symbol "FCI" and quoted OTC "FCIZF".



On Behalf of the Board: Robert A. Sim, President

FIRST CHOICE PRODUCTS INC.

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