



NEWS RELEASE

PETROQUEST VENTURES INC. – Oil Production From Re-entry Program

August 10, 2011: Abbotsford, BC, Canada:

First Choice Products Inc. (CNSX: FCI) (the “Company”) is pleased to announce that its subsidiary, PetroQuest Ventures Inc., is producing oil from its joint venture re-entry program on its well SE **A1-6-45-4W4M** located near Wainwright, AB.

Production is from the Camrose tongue zone. The well was perforated for just 1m in the zone. The well is outfitted with a 10-1800 progressive cavity down hole pump. After return of the 60 meters (337 bbls) of drilling water the well is now producing 12 bopds of light oil and additional gas. The amount of gas is sufficient to run the production pump which saves upwards of \$2,000 in monthly operating costs. During this initial phase of production the pump speed and gas pressure at well head is being monitored and adjusted in order to achieve optimal production. A first load of oil was shipped at the end of July and PetroQuest’s first production revenue will be received at the end of this month. The production is trucked and sold to Talisman at their nearby battery.

This re-entry program has met with success and at the current production rate will see a payback in approximately nine months at current oil prices.

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.

PETROQUEST VENTURES INC.

#6 - 2076 Townline Rd., Abbotsford, B.C. V2T 6E5

Toll-Free (866) 719-2988 Fax (604) 853-3119

THE CANADIAN NATIONAL STOCK EXCHANGE HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE. WE SEEK SAFE HARBOUR.