



FIRST CHOICE PRODUCTS INC. Grants Incentive Stock Options

April 29, 2011: Abbotsford, BC, Canada: The Board of Directors of FIRST CHOICE PRODUCTS INC. (the "Company") reports that pursuant to the Company's Stock option plan the Board has granted 2,000,000 incentive stock options to certain directors, officers and consultants of the Company at an exercise price of \$0.06 per share for a three year period.

The incentive stock options are subject to acceptance for filing by the CNSX Exchange.

The Company's common shares are listed for trading on the Canadian National Stock Exchange under the trading symbol "FCI".

**On Behalf of the Board: Robert A. Sim, President
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THE CANADIAN NATIONAL STOCK EXCHANGE HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

Safe Harbour Statement and Disclaimer:

This Press Release includes "forward-looking statements". A statement identified by the words "expects", "projects", "plans", and certain of the other foregoing statements may be deemed forward-looking statements. Although First Choice Products Inc. believes that the expectations reflected in such forward-looking statements are reasonable, these statements involve risks and uncertainties that may cause actual future activities and results to be materially different from those suggested or described in this press release. These include risks inherent in the development and production of oil wells, including risks of fire, explosion, blowout, pipe failure, casing collapse, unusual or unexpected formation pressures, environmental hazards, and other operating and production risks inherent in oil production activities, which may temporarily or permanently reduce production or cause initial production or test results to not be indicative of future well performance or delay the timing of sales or completion of production operations; risks with respect to oil prices, a material decline in which could cause the Company to delay or suspend planned drilling operations or reduce production levels; and risks relating to the availability of capital to fund drilling operations that can be adversely affected by adverse drilling results, production declines and declines in oil prices and other risk factors.