



**FIRST CHOICE PRODUCTS INC. (FCI) Announces
an Update of Placement of up to \$250,000**

October 14, 2011: Abbotsford, BC, Canada: First Choice Products Inc. (CNSX:FCI) (the “Company”) is pleased to announce that the Private Placement announced September 1, 2011 will continue until November 30, 2011. FCI is offering a private placement (the “Private Placement”) to raise aggregate gross proceeds to the Company of up to \$250,000 by the issuance of 5 million units (each a “Unit”) at a purchase price of \$0.05 per Unit. Each Unit will consist of one common share (“Common Share”) of the Company and one non-transferable common share purchase warrant (a “Warrant”). Each Warrant will be exercisable to purchase one additional common share (a “Warrant Share”) of the Issuer at an exercise price of \$0.10 per Warrant Share for a period of 12 months from the Closing or at an exercise price of \$0.15 for the second 12 month period after the Closing.

The net proceeds from the private Placement will be used for production and marketing of the patent pending Oil Well Testing Tool and working capital for the Company.

The securities issued pursuant to the Private Placement will be subject to a minimum four month hold period.

About First Choice Products:

First Choice Products Inc. (www.firstchoiceproductsinc.com) is a CNSX listed consumer goods company located in Abbotsford, B.C. Canada. The Company has several successful product lines with lifetime revenues exceeding \$9 Million and is currently completing preparations to introduce new products to its existing line of merchandise.

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: R. A. Sim, President
FIRST CHOICE PRODUCTS INC.**

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