



## News Release

### First Choice Products To Launch New Product

**March 30<sup>th</sup>, 2009: Abbotsford BC:** First Choice Products Inc. ("the **Company**") (CNSX: FCI) is pleased to announce the Company has added the **RIBBON MINI ORGANIZER** to its product line to complement and enhance the existing Best Craft Organizer line. The Company believes this new and unique product will have mass market appeal as the Company has identified a substantial void in the organization/storage options available to scrapbookers, seamstresses, quilters and other crafters. FCI Research and Development Team has designed an innovative ribbon storage and dispensing system with a number of easy to use features.

Molds are being made and production trials are planned for April/May 2009. This product will be marketed through the Best Craft Organizer website to existing retail and online customers, to existing distributors in the UK and Australia and to the three major craft distributors in the United States.

Dave Martens, President of First Choice, commented "We are looking at a very attractive cost structure with good margins on this product. From my many years of experience in this market as a supplier I believe we are addressing an area that has been overlooked. I believe this simple and easy to use product has mass market potential which will result in significantly increased revenues for the Company".

#### **About First Choice Products –**

First Choice Products Inc. [www.firstchoiceproductsinc.com](http://www.firstchoiceproductsinc.com) is a CNSX listed consumer goods company headquartered in Abbotsford B.C. Canada. The Company has several successful product lines including the newly introduced Extreme Green putting green with sales last year of approximately 2 million.

#### **On Behalf of the Board**

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