

## NEWS RELEASE

### **MAJOR ACQUISITION OF NEW APPLIED TECHNOLOGY & NON-BROKERED PRIVATE PLACEMENT**

**First Choice Products Inc. (CNSX: FCI)**  
**Issued Capital: 3,080,021 Common Shares**

Abbotsford, British Columbia, Canada, November 22<sup>nd</sup>, 2013 – **First Choice Products Inc.** (the “**Company**”, or “**First Choice**”) is pleased to announce that it has entered into a Letter Of Intent (“**LOI**”) with **SP Power Farm Group Ltd. (“SPpf”)** and **SP Power Farm Group (BC) Ltd. (“pfBC”)** to acquire certain distribution rights to unique and new wind power technologies, more fully described as “exoPOWER” wind turbines, “exoHOUSING”, and “exoTOWER”, which collectively make up the “exoPOWER System”.

The exoPOWER System is a proprietary, patent-pending technology that constitutes a new class of wind turbines, referred to as the “external axis wind turbines” (“EAWT”). This technology is based on the blades, or “sails” being positioned on the circumference of the turbine rotating on a rail-like track whereby the torque load is evenly distributed along the outer edge of the turbine where the stress is shared by multiple bearings and supports. The design of the exoPOWER wind turbines allows the exoPOWER System to eliminate the centre axis, or the central “hub” of a conventional three-blade wind turbine, eliminating the need for the nacelle, (i.e., the housing) and all of its components and the need for oils, greases, and coolants to keep the moving parts lubricated and in working order. Additionally, the wind blades, or sails, are positioned on the horizontal enabling them to be pushed by the wind regardless of the direction the wind is traveling, unlike conventional three-blade wind turbines. Among the many other unique design features of the exoPOWER Wind Turbine technology is the scalability at the machine level, and cumulative power generation by stacking of the exoPOWER Wind Turbines on top of each other.

SPpf is the Intellectual Property (“IP”) owner of the exoPOWER System, and pfBC has acquired from it the global rights of the exoPOWER System for the small-wind and mid-wind sectors. SPpf has completed research and development of the first generation exoPOWER System and the launch of commercialized product by pfBC and FCI is imminent.

Subject to CNSX Exchange approval, FCI shall receive from pfBC distribution rights for the exoPOWER wind turbine system for small-wind and mid-wind sectors (the two sectors, being defined as applications with a nameplate capacity of 1 kilowatt per hour to 1.5 Megawatt per hour) applications for Canada under a private label and further exclusive distribution rights for the exoPOWER wind turbine system for small-wind and mid-wind sectors for Canada for oil field applications under a private label. The consideration to be paid is the issuance of 2,500,000 common shares over an 18 (eighteen)-month period. FCI will increase its board of directors to 5 (five) and appoint 2 (two) from the management and technical staff of the SP Power Group.

Concurrent with the acquisition, FCI will raise funds through a non-brokered private placement of up to 3,000,000 units at \$0.05 per unit with a 24 month warrant exercisable at \$0.10 per warrant share. Funds are to enable ongoing re-organization of FCI, and to that end the 2012 Audited Financial Statements are being prepared as well as the subsequent 2013 Annual Financial Statements and MD&A.

Robert Sim, President of First Choice Products commented, "We believe the exoPOWER System is a ground breaking technology for power generation. Globally, wind power generation has increased nearly ten-fold from 2002 to 2012 (282.4 Gigawatts in 2012 vs. 238.0 Gigawatts in 2011 vs. 31.1 Gigawatts in 2002) and all signs indicate wind power generation will continue to grow rapidly. With on-going strain on power supply and power representing a significant expense for all industrial customers, we believe we can provide solutions to help manage these costs, and also help provide a source of recurring revenue for all customers who wish to capitalize on net-metering opportunities. Furthermore, we have the opportunity to generate power in a sustainable and environmentally-friendly way with the exoPOWER System, which is something that we as management and shareholders can be proud of."

More information for investors on the exoPower System is available to those interested by sending a request to [info@firstchoiceproductsinc.com](mailto:info@firstchoiceproductsinc.com). In addition a visit to the SPpf and pfBC office to view the prototype of the exoPOWER Wind Turbine can be arranged by contacting Mr. Curtis Means, CEO of SPpf, at [ceo@exopower.net](mailto:ceo@exopower.net).

On behalf of the Board of Directors,

**"ROBERT A. SIM"**

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