



FIRST CHOICE PRODUCTS INC. (FCI) Announces Extension of Placement of up to \$200,000

March 23rd, 2011: Abbotsford, BC, Canada: First Choice Products Inc. (CNSX:FCI) (the "Company") is pleased to announce that it has received approval for an extension to April 30th, 2011 of the Private Placement announced February 14, 2011. FCI has arranged a non-brokered private placement (the "Private Placement") to raise aggregate gross proceeds to the Company of up to \$200,000 by the issuance of 4 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.

The net proceeds from the private Placement will be used for working capital for the Company.

All of the securities issued pursuant to the Private Placement will be subject to a minimum four month hold period. The Private Placement is subject to acceptance by the CNSX Exchange.

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 revenues exceeding \$6 Million.

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: Dave Martens, President
FIRST CHOICE PRODUCTS INC.**

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