



PRIVATE PLACEMENT ANNOUNCED

SEPTEMBER 1ST, 2011: Abbotsford, BC, Canada:

First Choice Products Inc. (CNSX:FCI) (the "Company") announces a non-brokered Private Placement for up to 5,000,000 common share units at a price of \$0.05 per unit. Each unit will comprise one common share and one non-transferable share purchase warrant to purchase one additional common share for 24 months from the closing date at an exercise price of \$0.10 for the initial 12 months and \$0.15 per share for the subsequent 12 months from the date of closing. Proceeds are for working capital and funding for PetroQuest Ventures Inc., a wholly owned subsidiary company, enabling it to proceed with development and deployment of its downhole tubing and pump testing Tool. The Tool, with patent pending, provides for a much quicker method of discovery of tubing and pump failures in production wells in the oil and gas industry.

The Company's common shares are listed for trading on the Canadian National Stock Exchange (CNSX) under the trading symbol "FCI". Quoted Pink Sheet "FCISF" More details are available on the Company's web site: (firstchoiceproductsinc.com)

On Behalf of the Board: Robert A. Sim, President

FIRST CHOICE PRODUCTS INC.

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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.

We Seek Safe Harbour.