



rice-based oral rehydration products: CeraSport® and CeraLyte®

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**Cera Products Hilton Head Facility Grand Opening
and Official Ribbon-Cutting with the Chamber of Commerce**
Cera produces high-performance rice-based oral rehydration

HILTON HEAD, S.C. – Cera Products moved its headquarters to Hilton Head, S.C. from Columbia, Maryland and celebrated its official opening and ribbon-cutting hosted by the Hilton Head Island-Bluffton Chamber of Commerce on May 10, 2012. “We are very happy to receive this warm welcome into the Hilton Head Island community and want to express our thanks to the Chamber of Commerce,” said Charlene Riikonen, CEO and president of Cera Products, which has a 5,348 square foot facility.

Cera Products manufactures and distributes high-performance proprietary rice-based oral rehydration solution, including CeraLyte for medical purposes and CeraSport for sweat replacement that have a presence in major U.S. medical centers and are sold in more than 200 travel clinics and stores, through independent distributors and on-line.

Ms. Riikonen and Cera Products have quickly become an established part of the Hilton Head community and have sponsored sports events including the Beaufort Professional Cycling Race (CRIT series), the Hilton Head Half-Marathon and the Hilton Head Beach Bum Triathlon, the Banana Open Tennis tournament and others.

Cera Products is pleased to announce that CeraSport is now available through local companies including Jiva Yoga, Roadfish Cycling, Beach City Fitness, and Palmetto Running. Transportation Safety Apparel (TSA), is also selling CeraSport to professionals in non-sport areas such as fireman, EMTs and those in waste management. “CeraSport can help prevent dehydration and heat injuries and casualties that these types of professionals are at risk for due to the nature of their jobs,” said Ms. Riikonen. “CeraSport restores essential salts and fluids lost in sweat and both prevent and correct dehydration while providing energy to help maintain athletic performance.”

Established in Maryland in 1993, Cera Products scientifically developed its high-performance products along with physicians at major U.S. medical centers. CeraSport is used by all branches of the U.S. military (including Army Rangers and Navy SEALs), police, fire and law enforcement groups, as well as elite athletes including professional triathletes and adventure racers.

For more information visit www.ceraproductsinc.com or call Cera Products at 843-842-2600.

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