



FOR IMMEDIATE RELEASE April 29, 2011

Local Company to meet with International Charity Organization

April 29, 2011 - Hilton Head Island, S.C.: Local company Cera Products, Inc. will welcome Direct Relief International representative Kristin Brown to their new Hilton Head Island headquarters on Thursday, May 12th. The meeting will be a chance to review Direct Relief's efforts in 2010 and outline ways to make Cera's oral rehydration solutions readily available for future disaster relief. Cera Products will hold a short reception with a roundtable question and answer session for members of the community the same day.

Cera Products and Direct Relief have collaborated to provide ORS to victims of the 2010 earthquake and cholera outbreak in Haiti, and other disasters including Hurricane Katrina, the Myanmar cyclone and the tsunami that struck Southeast Asia. Over the past three years, Cera Products has donated over \$350,000 in product to Direct Relief and other charities large and small for various disasters in the US and internationally. In 2011, the company developed a new lower cost product, CeraORS 75, which provides a life-saving blend of salts and carbohydrates. "These days, very few companies are able to sustain their giving, let alone expand their giving like Cera Products has in the past three years," says Brown. "We are privileged to work in partnership with a company that expresses a genuine interest in helping to serve the world's most vulnerable populations, including those affected by cholera and diarrheal diseases."

The two major killers worldwide, before factoring in any kind of disaster, are upper respiratory illness and dehydration from diarrheal diseases caused by poor sanitation and lack of clean water. CeraLyte and CeraORS 75, based on rice instead of simple sugars, have a dual action formula that simultaneously reduces diarrhea and hydrates individuals to prevent and correct dehydration. In cholera, where a healthy adult can die in 8 hours or less if untreated, CeraLyte has the advantage of reducing fluid loss compared to sugar-based solutions and traditional glucose-based ORS.

NEWS RELEASE



ABOUT DIRECT RELIEF INTERNATIONAL: Direct Relief International is a leading medical relief organization, active in all 50 states and nearly 70 countries. It works with more than 1,000 U.S. nonprofit health clinics in all 50 states to assist in emergencies and on an on-going basis, providing them with free medications for people in need. The organization has been among the world's largest medical suppliers in Haiti after the 2010 earthquake, has top charity ratings, including four-star and "top-notch" rating from Charity Navigator, and a 100% fundraising efficiency rating from Forbes magazine.

ABOUT CERA PRODUCTS, INC.: Established in 1993, Cera Products scientifically developed its high performance rehydration products along with physicians from Johns Hopkins, Mayo Clinic, and other international institutions. These physicians and Charlene Riikonen worked at the International Centre for Diarrheal Disease in Bangladesh, where Oral Rehydration Therapy (ORS) was first discovered. Cera Products produces CeraLyte and CeraSport ORS: CeraLyte prevents and corrects dehydration from diarrhea and is used around the globe in US Military medical kits and field hospitals, in travel clinics, hospitals and nursing homes. It provides the right blend of electrolytes to promote recovery as well as rehydration. CeraSport is a rice-based energy and electrolyte drink used by many endurance athletes and triathletes, law enforcement and fire fighters, and US military, including Army Rangers and Navy SEALs. It restores essential salts and fluids during athletic events and training but is also helpful during influenza and fever. Cera Products relocated its headquarters from Columbia, MD to Hilton Head Island in July 2010.

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