



## NEWS RELEASE

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### HYDRATION DONATION GOES TO DISASTER VICTIMS IN SOUTHERN USA

**Hilton Head Island, S.C. – May 6, 2011:** Cera Products, Inc. announced its donation of 6,480 CeraSport EX1® drink boxes, valued at nearly \$9,500, to Direct Relief USA to help communities in Alabama and other areas throughout the South affected by tornadoes. The drinks will help prevent dehydration in areas being rebuilt. The initial shipment was sent to Etowah Free Community Clinic in Gadsden, AL, where an estimated 3,000 people displaced by flooding are being supported. Alabama was declared a Category One disaster area: the same ranking given to Hurricane Katrina and the 9/11 terrorist attacks. Thousands remain without power and cannot access, cook or store food. Gluten-free CeraSport® oral rehydration drinks do not require refrigeration or special storage.

“We are so glad to have the opportunity to help our neighbors in Alabama, who are recovering from one of the most terrible storms seen in many years in that part of the country,” says Cera Products President Charlene Riikonen. “It is our mission to prevent and correct dehydration, so this is really important to all of us at Cera Products. We have been helping all over the world, so when such a disaster strikes our fellow Americans, we find it all the more important to help.”

Direct Relief has delivered medical and other supplies to health facilities in Arkansas, Alabama, Georgia, Mississippi, Missouri and Tennessee through its nationwide Safety Net Support program. Emergency shipments have also been provided to North Carolina and Arkansas following tornadoes that struck those areas in April. A full list of items needed for donation is published on Direct Relief’s website. See [www.DirectRelief.org](http://www.DirectRelief.org) <<http://www.DirectRelief.org>> or call 805-964-4767 for information.

On May 12, Direct Relief will meet with Cera Products in South Carolina to discuss future plans and opportunities to provide oral rehydration to people and communities affected by disasters worldwide. Outbreaks of dehydration often follow disasters such as earthquakes, floods, and hurricanes. Cera’s products prevent and correct potentially deadly dehydration.



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In 2010, Cera Products and Direct Relief collaborated to provide Oral Rehydration Solutions (ORS) to victims in Haiti affected by the earthquake and subsequent cholera outbreak. The company has also supported other disaster relief efforts, including Hurricane Katrina, the Myanmar Cyclone, flooding in Pakistan and the Southeast Asian Tsunami. Over the last three years, Cera Products has donated over \$350,000 worth of hydration products to Direct Relief. The company has also donated its life-saving products for disasters, primarily in third world countries, to Child Health Foundation, the Crudem Foundation, Samaritan's Purse, and other charities large and small.

### **ABOUT DIRECT RELIEF INTERNATIONAL:**

Direct Relief International is active in all 50 states and 70 countries and works with more than 1,000 health clinics across the U.S. to assist in emergencies on an ongoing basis. The organization has a four-star, "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, The Mayo Clinic and other medical institutions in the US and abroad. Cera Products produces CeraLyte® and CeraSport rice-based ORS. These drinks provide the right blend of electrolytes to promote recovery and rehydration. For more information, see [www.ceraproductsinc.com](http://www.ceraproductsinc.com), or call 888-237-2598.

To learn more about this innovative fluid replacement product line, visit  
[www.ceraproductsinc.com](http://www.ceraproductsinc.com).

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