

NEWS RELEASE



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FOR IMMEDIATE RELEASE November 2, 2010

Direct Relief sends CeraLyte® Oral Rehydration to Haiti Amid Outbreak

Hilton Head Island, S.C. – Direct Relief International will send 20,000 liters of CeraLyte, a rice-based oral rehydration solution, to Haiti following the recent cholera outbreak, which officials report has claimed over 300 lives and infected nearly 4,000 people there. Cera Products, Inc., the makers of CeraLyte, has donated 9,000 liters of CeraSport EX1, another of the company’s drinks. Both CeraLyte and CeraSport EX1 restore essential life-giving electrolytes and fluids lost during the ravaging dehydration effects of cholera. “A healthy adult can die from cholera, a diarrheal illness, within eight hours; a child can die in as little as two hours, while just one liter of CeraLyte ORS can save a life!” says Charlene Riikonen, President of South Carolina-based Cera Products.

“Having spent the better part of the past nine months in Haiti, I’ve seen how essential and valuable these oral rehydration products can be,” said Andrew MacCalla, Direct Relief’s Haiti Program Operations Specialist, “especially for people living under tents and tarps and who are malnourished and plagued with illness. Rehydration products combine the best elements for a situation like this—they are easy to administer and can quickly replenish someone who is severely dehydrated. Our partner medical providers on the ground in Haiti are tremendously grateful for this donation.”

Cholera is spread through water and food contaminated by human waste. Efforts to contain the outbreak are centered on providing access to clean food and water, education about proper hygiene, oral rehydration solution (ORS), and IV solution and antibiotics once the infection has progressed to a more severe stage. Distribution centers are being set up in Port-au-Prince to distribute ORS. Secondary treatment centers will administer IV fluids. The Pan American Health Organization (PAHO) warns that cholera could spread to Haitian slums, recovery camps, and across the border to the Dominican Republic.

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ABOUT DIRECT RELIEF INTERNATIONAL AND HAITI:

Direct Relief has provided over 450 tons of medical aid worth over \$52 million to 53 organizations and facilities in Haiti and has also provided financial assistance in the form of cash grants to 17 locally run Haitian nonprofit organizations providing health and human services. Direct Relief is currently reallocating many of its pre-positioned supplies and funds in Haiti to provide more immediate response and transport of essential items to the cholera outbreak, currently concentrated in St. Marc. This includes a \$250,000 cash gift and 157 tons of emergency medical supplies. Direct Relief is working with its partners, including Cera Products, to prevent further outbreak and help those who have become sick.

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 will prevent and correct 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 160 calories per liter and the right blend of electrolytes to promote recovery as well as rehydration. CeraSport is a rice-based energy and electrolyte drink which restores essential salts and fluids during athletic events and training but is also helpful during influenza and fever. It is used by many endurance athletes and triathletes, law enforcement and fire fighters, and US military, including Army Rangers and Navy SEALs.

DONATE:

Tax-deductible gifts to provide CeraLyte to the people of Haiti can be sent to Direct Relief by visiting <http://www.DirectRelief.org>.

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