



NEWS RELEASE



HalfFull Triathlon's First Event Hosts More Than 1,100 Athletes and Families of Cancer Patients

Ellicott City, Md. (Sept. 30 2010) – Triathletes participating in the HalfFull Triathlon in Ellicott City, Md. this weekend will be hydrated with gluten-free CeraSport. The new rice-based hydration drink by Cera Products Inc. is the official drink for this first-ever charity race taking place this weekend. The HalfFull race is an inaugural event for adult cancer patients and survivors hosted by the Ulman Cancer Fund for Young Adults, which is a partner of the Livestrong Foundation. All entry fees and donations will be donated to the Ulman Fund. Located at hydration stations throughout the event, CeraSport in convenient Tetra Pak carton packages will give race goers the hydration and energy they need to ensure they finish the race strong.

CeraSport will have 4 Relay teams taking part in the race that will be competing against other corporate teams in the area. Team 1 will include Naomi Miller, Mark Pare and Stacie Pare. Team 2 will consist of Jennifer Blandford, Pam Williams and Sarah Lancos. Team 3's competitors will be Susan dosReis, Jeremy Bergolios and Brendan Janishefski. Team 4's triathletes will be Ray Whitney, Hope Oehler and Allison Woodward. We wish our athletes the best on Sunday.

Developed along with physicians from Johns Hopkins University and with the athlete in mind, CeraSport is a rice-based rehydration and energy drink that restores fluids and electrolytes, boosts recovery time and maximizes performance. CeraSport is different from other sports drinks currently out on the market, as the product contains no added simple sugars or fruit juices. Plus, its gluten-free formula won't cause cramping or other negative side effects.

"I love CeraSport," says professional triathlete and CeraSport user Mirinda Carfrae. "It helped me this year during my training and wins and I plan to use it at the upcoming Kona race." This sentiment was seconded by Canadian professional triathlete Bree Wee, another Kona racer and Tyler Lord, who has used CeraSport for two years.



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Athletes who drink CeraSport are taking care of their own health as well as the health of the environment. CeraSport is packaged in Tetra Pak cartons, made mainly from paper, a renewable resource, and are light weight and compact. Thanks to the unique aseptic technology from Tetra Pak, the cartons allow for a long and stable shelf-life without the need for preservatives or refrigeration, making CeraSport a healthy, convenient, and ecological option for athletes.

ABOUT THE HALF FULL TRI:

The Half Full Triathlon is a 70-mile fight to support young adults affected by cancer. We are making a statement about cancer and we need your help. We chose the distance of 70 Miles versus the better known 70.3 Mile distance for this race for one important reason. 70,000 is the estimated number of young adults diagnosed with cancer each year.

This is a statistic that needs people's attention. The Half Full Triathlon will help make the young adult cancer issue a priority and together we can improve the 70,000 statistic. Every Mile raced is a mile that supports this population of young people battling cancer.

HALF FULL means having hope and optimism in the face of adversity. Whether it is a 70- Mile triathlon or the fight against cancer, HALF FULL is having the determination and positive attitude to get to the finish line. Surrounded by friends, family and fellow athletes – everyone is in this fight together! One Mile at a time the racers will finish the race and -- more importantly - WIN the cancer battle! **The Livestrong Foundation joins the Ulman Cancer Funds efforts in this effort!**

ABOUT CERA PRODUCTS INC.

Established in Maryland in 1993, Cera Products scientifically developed its high performance medical and sports rehydration products along with physicians at Johns Hopkins University. Unlike most sports drinks on the market, CeraSport has no added simple sugars or fruit juices; it contains only Cera's patented blend of rice syrup, essential electrolytes, and flavors. A gluten-free product, CeraSport has a unique carbohydrate base which provides quick and sustained hydration without causing cramping or other problems.

CeraSport & CeraSportEX1 are used by all types of athletes from world class triathletes to weekend warriors. Cera Products proudly sponsors several elite long distance professional triathletes, which has included both national and international triathletes such as Mirinda Carfrae, Ritchie Cunningham, Chris McDonald, Bree Wee, Tyler Lord, and the entire USPro Tri team. Cera's unique sweat replacement formula is also used by law enforcement groups including SWAT teams, fire fighters and all branches of the US military; including the Army Rangers and Navy SEALs. Cera Products is sponsoring 12 athletes during the Half Full Relay events to help promote awareness of the Ulman Fund's efforts to promote healthy lifestyles for cancer patients and their families.

To learn more about this innovative fluid replacement product line, visit www.ceraproductsinc.com.



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ABOUT TETRA PAK

Tetra Pak creates smart food processing and carton packaging solutions that help make the world better, and each day products packed in Tetra packaging meet the needs of hundreds of millions of people in more than 170 countries around the world. With almost 22,000 employees based in over 85 countries, Tetra is dedicated to the motto, “PROTECTS WHAT’S GOOD™,” and is committed to sustainable business practices and innovations that make food safe and available everywhere. Tetra technologies result in safer and healthier food and beverage products with minimal impact on the environment. Protecting what’s good also means doing what’s right—for Tetra businesses, Tetra employees, and its customers and communities.

More information about Tetra Pak is available at www.tetrapakusa.com.

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