



PRESS RELEASE

FOR IMMEDIATE RELEASE:

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Hilton Head Island business Cera Products, Inc. announces three Executive Appointments

Cera Products, Inc., which relocated its corporate headquarters to Hilton Head Island, SC from Maryland in late 2010, announced appointments of three new executives:

Jennifer Rapp, formerly Director of Sales and Marketing, was appointed Vice President. Ms. Rapp, who relocated to the Island from the Washington, D.C. area, was National Account Executive for various healthcare companies, including United Healthcare, Aetna and U.S. Healthcare. An athlete with a Bachelor's of Science degree from Towson University, following an internship at Johns Hopkins, Ms. Rapp is a runner who competes in national and local running races, from 10K to marathons.



George Gurrola, SGM (Ret.), who moved from Ft. Benning, GA, for his appointment as **Director of Government and Military Operations**, is a retired Sergeant Major, who served in the U.S. Army for over 23 years. Mr. Gurrola, a former Airborne Ranger who served in Iraq, Africa and Europe, is an Ironman athlete who has competed throughout the USA, Canada, Mexico, and Europe. Mr. Gurrola's unique background, combining military, athletic and international experience, will be important for the company's expansion. He will be active in the promotion of the company's CeraSport® performance and hydration line.



NEWS RELEASE



David Martin joined Cera Products in November 2011 to begin a new position with Cera Products as **Director of Marketing & Communications**. Mr. Martin, who relocated to Hilton Head from Pittsburgh, PA, will lead public relations and marketing, including online marketing and social media, and advertising for the Company's two main product lines: CeraSport and CeraLyte Oral Hydration Drinks. As Executive Director and Chief Marketing & Development Officer for the Arthritis Foundation and The Children's Home & Pediatric Hospital & Mario Lemieux Family Center, and years as Cruise Director for Holland America Line, Mr. Martin brings not only skills in communications, but international travel expertise to the new role.



ABOUT CERA PRODUCTS: Established in Maryland in 1993, Cera Products scientifically developed its rehydration products along with physicians from leading medical institutions, and international organizations. These physicians and President/CEO Charlene Riikonen worked for years together at the International Centre for Diarrheal Disease in Bangladesh (ICDDR), where Oral Rehydration Solutions (ORS) and Oral Rehydration Therapy were discovered.

Cera Products manufactures **CeraLyte®** and **CeraSport®** gluten-free rice-based hydration drink lines. Cera's patented formulations provide quick and sustained delivery of electrolytes and fluids. **CeraLyte® ORS** is a medical rehydration line which both prevents and corrects dehydration from diarrhea. It is sold to hospitals, travel clinics and nursing homes all over the USA. It is in US Military medical kits, field hospitals and in travel kits for international travelers. CeraLyte is also exported to Canada, Central America, and South Africa, and, through international charities such as Direct Relief International and Catholic Charities to save lives from cholera following disasters. **CeraSport®** and the new **CeraSportEX1** are a rice-based electrolyte drink and performance drinks for endurance athletes, triathletes, law enforcement including SWAT teams, EMTs and fire fighters, and US military, including Army Rangers and Navy SEALs. CeraSport drinks restore essential salts and fluids during high stress and heat, training and athletic situations, without the cramping and nausea of typical sports drinks.

For more information visit www.ceraproductsinc.com, or call the company at 843-842-2600.