

NEWS RELEASE



PRESS RELEASE

FOR IMMEDIATE RELEASE:

March 1, 2012

Cera Products attends the A.S.P.E.N. Clinical Nutrition Week (CNW) 2012 Conference - January 21st - 24th in Orlando, FL.



CeraLyte® was proud to be a part of the A.S.P.E.N. Clinical Nutrition Week (CNW) 2012 Conference - January 21st - 24th in Orlando, FL.

A.S.P.E.N. is the American Society for Parenteral and Enteral Nutrition and is a national organization dedicated to improving patient care by advancing the science and practice of Nutrition Support Therapy. Clinical Nutrition Week (CNW) 2012 is the premier conference in the U.S. dedicated to clinical nutrition and metabolism and is a great opportunity to present the quality-of-life-benefits of CeraLyte® and CeraSport®, meet medical professionals from around the world and learn about new evidence-based best-practices that will improve patient care.

CeraLyte® is a rice-based oral rehydration product (ORS) to prevent and correct dehydration from diarrhea. Clinical studies show rice-based ORS reduces diarrhea as it rehydrates. It can be used for patients of all ages and most conditions causing dehydration, including Crohn's, ulcerative colitis, short-gut, as well as diarrhea caused by medications for cancer and HIV/AIDS treatment.

CeraSport® is a milder electrolyte replacement, for sweat replacement, or hydration during fever or influenza. Gluten-free with no added sugar, both products made in the USA. Visit www.ceralyte.com or call Cera Products, Inc. at 1-888-237-2598 for more information.