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**Cera Products of Hilton Head Announces
New Advisory Board Member A. Gregory Kelly, Jr.,
Managing Partner of Acadine Ventures, LLC in Baltimore**

HILTON HEAD, S.C. – Cera Products announces the appointment of A. Gregory Kelly, Jr., CPA, MBA, to the Cera Products Advisory Board.

Kelly is the managing partner of Acadine Ventures, LLC, a Maryland-based accounting and financial consulting firm to start-up, emerging and mid-market companies, a web-site management company and a technology commercialization firm.

Previously, Kelly spent close to 20 years as a member of KPMG, LLC in Baltimore, where he focused primarily on health care, high-tech, life sciences and consumer products companies. His professional experience also includes working for companies in the fields of advertising, biotechnology and financial services, and serving as a principal in several technology-based start-up companies.



He serves on a number of for-profit and not-for-profit boards, including St. Agnes Hospital in Baltimore (part of Ascension Health), where he is a member of the board of directors, a member of the Finance Committee and chairman of the Audit Committee.

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Based in Hilton Head, South Carolina, Cera Products has completed extensive R&D. Its pioneering rice-based oral electrolyte blends are to correct dehydration, restoring fluid volume and cell balance for various medical conditions. CeraLyte is widely used by the U.S. military, primarily in medical kits and in field hospitals.

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