



## NEWS RELEASE

### **Athletes To Be Fueled By Innovative Performance Beverage at the REVOLUTION3 Cedar Point Triathlon This Weekend**

Sandusky, OH. (September 8, 2010) – Athletes participating in the Cedar Point REVOLUTION3 Triathlon series this weekend will remain hydrated and replenished throughout the events with support from CeraSport. A new generation hydration and performance drink from Cera Products Inc, CeraSport is the official hydration and performance beverage of the REVOLUTION3 Cedar Point Full Rev and Half Rev Triathlons being held Sunday, September 12 at Cedar Point Amusement Park in Sandusky, Ohio. Available at nearly 30 hydration stations throughout the Full and Half Rev courses, CeraSport in convenient Tetra Pak carton packages will give race goers the hydration and energy they need to ensure they finish the race strong.

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 like life simple and racing causes enough butterflies in my stomach as it is. CeraSport is easy on the stomach and digests easy and simple," says professional triathlete and CeraSport user Bree Wee. This product will also be consumed by the elite athletes this weekend, including Mirinda Carfrae, who placed second at Kona this year.

Consumers of CeraSport can be proud of taking care of their own health as well as the health of the environment. The product is packaged in Tetra Pak cartons, which are made mainly from paper, a renewable resource, and are light weight, compact, and recyclable (visit [www.recyclecartons.com](http://www.recyclecartons.com) for information). Thanks to the unique aseptic technology from Tetra Pak, the cartons allow for a long and stable shelf-life – without the need for added preservatives or refrigeration – making CeraSport both a healthy and convenient option for any on-the-go athlete.

The REVOLUTION3 Cedar Point Triathlon is a truly interactive experience for athletes and spectators alike. Prior to the race, athletes, race volunteers, family and friends will enjoy exclusive access to some of Cedar Point's 75 legendary attractions. On race day, triathletes can look forward to swimming on beautiful Lake Erie, biking through the serene countryside of Erie County, and concluding with a relatively flat running route through downtown Sandusky.



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## ABOUT CERASPORT

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, firefighters and all branches of the US military; including the Army Rangers and Navy SEALs.

## 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.

To learn more about this innovative fluid replacement product, visit [www.ceraproductsinc.com](http://www.ceraproductsinc.com).

## ABOUT TETRA PAK

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day 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, we believe in responsible industry leadership and a sustainable approach to business. Our motto, "PROTECTS WHAT'S GOOD™," reflects our vision to make food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapakusa.com](http://www.tetrapakusa.com).

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