



FOR IMMEDIATE RELEASE: January 24, 2011

Cera Products, Inc. Signs a New VA FSS Contract

Cera Products, Inc. has updated their VA FSS Contract to be effective until 2015.

Hilton Head Island, SC. January 24, 2011 – Cera Products, Inc. is pleased to announce that it was awarded a new VA Federal Supply Schedule (FSS) Contract with the United States Department of Veterans Affairs. This will replace the previous contract, which the company held since 2005.

The VA FSS Program establishes multiple award schedule contracts that provide Federal agencies with a simplified process for obtaining over 1 million commonly used, state-of-the-art, and high-quality commercial medical supplies and services at volume discount prices associated with commercial selling practices. The VA FSS Program provides all customers, even those in remote locations, with the same service, convenience, and pricing while effective shorter lead times, affording lower administrative costs, and promoting reduced inventories. VA FSS contracts are awarded in compliance with applicable procurement and socioeconomic laws and regulations.

About Cera Products:

Established in 1993 by Charlene and Esko Riikonen, Cera Products scientifically developed its high performance rehydration products along with physicians from Johns Hopkins, Mayo Clinic, and other international institutions. Cera Products produces CeraLyte and CeraSport ORS: CeraLyte will prevent and correct dehydration from diarrhea and is used around the globe in US Military medical kits and field hospitals, in travel clinics, hospitals and nursing homes. CeraSport is a rice-based energy and electrolyte drink which restores essential salts and fluids during athletic events and training but is also helpful during influenza and fever. It is used by many endurance athletes and triathletes, law enforcement and fire fighters, and US military, including Army Rangers and Navy SEALs.

Details:

- Schedule Program (Drugs, Pharmaceuticals, & Hematology related Products)
FSC Group 65, Part I, Section B
- Contract Number: V797P-5205b

For more information on ordering Federal Supply Schedules, visit <http://www.fss.va.gov>.



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