

NEWS RELEASE



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Cross-Country Cyclists Raise Funds, Awareness for Naval Special Warfare Foundation

Hilton Head Island, S.C. –Cyclists who participated in the SEALs Bike America Ride were hydrated with gluten-free CeraSport, the official drink for the ride. The ride included former U.S. Navy SEALs and patriotic supporters who are cycling to raise money and awareness for the Naval Special Warfare Foundation, which provides tragedy assistance and family support for the Naval Special Warfare community. For the entire duration of the ride, CeraSport Oral Rehydration Solutions gave riders the hydration and energy they needed.

Developed along with physicians from Johns Hopkins University, 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, as it contains no added sugar or fruit juices. Its gluten-free formula won't cause cramping, nausea, or other typical side effects of other sports drinks.

ABOUT SEALs BIKE AMERICA

SEALs Bike America is a 3,300 mile long cross-country bike tour that began September 26 in Coronado, Calif. and concludes in Fort Pierce, Florida on November 6. Cyclists are riding for 42 days across eight states and include professional cycling champion Marty Jemison, owner of Jemison Tours and a former teammate of Lance Armstrong, and former U.S. Navy SEALs Mike Badger, 65, and Rob Rambeck, 59. Also participating are Ron Watford, 40, and Paul Resnick, 74. The riders bike approximately eight to ten hours per day throughout the journey, and are joining forces with other rides, runs and triathlons along the way.

The public can donate **\$10** to the cause by **sending the text message "SEAL" to 90999**, or make a larger donation through the event website. Donations from this event will support programs and services of the Naval Special Warfare Foundation and Telluride Adaptive Sports Programs (TASP). For more information visit:

www.sealsbikeamerica.com



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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 and CeraSportEX1 are gluten-free and contain only Cera's patented blend of rice syrup, essential electrolytes, and flavors. They are used by law enforcement groups including SWAT teams, fire fighters and all branches of the US military; including the Army Rangers and Navy SEALs. CeraSport is the official drink of SEALs Bike America.

About the Naval Special Warfare Foundation

The Naval Special Warfare Foundation was founded in 2000, and while they were not established because of the war, their mission in serving the U.S. Navy SEALs and their families has been made more important and more difficult as a result of it. As the frequent deployments continue and the injuries mount, the programs and services of the Naval Special Warfare Foundation are more critical than ever. The Foundation provides support for the U.S. Navy SEALs, the Special Warfare Combatant-craft Crewmen, and families of Naval Special Warfare through:

Health and Welfare programs providing tragedy assistance for families when a loved one is killed in combat or training, assistance to active duty personnel wounded in combat, and family events to support the families and commands within Naval Special Warfare;

Education and Motivation promoting learning and advancement within the Naval Special Warfare community for active duty personnel and their families; and

History and Heritage perpetuating the rich history and tradition of this unique breed of warrior by funding monuments and memorials, as well as co-publishing "The Blast", a quarterly journal of Naval Special Warfare highlighting past and present commandos.

Visit the Naval Special Warfare Foundation website at www.nswfoundation.org.

To learn more about this innovative fluid replacement product line, visit www.ceraproductsinc.com.