



**Celiac Sprue
Association**®

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Press Release
For Immediate Release
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Cera Products, Inc.® Joins CSA Recognition Seal Program

Cera Products, Inc.® a company based in Columbia, Maryland, has recently completed the requirements to qualify for the Celiac Sprue Association's Recognition Seal Program. The use of the CSA five crossed grain Seal on packaging means the manufacturer has agreed to adhere to CSA's standards in representing their product to be free of wheat, barley, rye and oats (WBRO), their derivatives and crosses in product, processing or packaging. Cera Products packaging will feature the CSA Recognition Seal to indicate the products are appropriate for a medically prescribed celiac diet.

In order to qualify, Cera Products provided CSA with their specific procedures and policies necessary to produce a product free of WBRO. CSA periodically conducts onsite inspections and engages the University of Nebraska for product testing by the Enzyme-Linked Immunosorbent Assay (ELISA) Method, sensitive to 5 ppm (parts per million) to assure continuity in the WBRO-free quality.

Cera Products, Inc. manufactures gluten-free CeraLyte and CeraSport rice-based oral rehydration products for preventing and correcting dehydration. 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. CeraSport has a unique carbohydrate base which provides quick and sustained hydration without causing cramping or other problems. CeraLyte helps reduce symptoms of diarrhea, whether from infectious causes or chronic conditions, ranging from "stomach flu or gastroenteritis", rotavirus and other infectious causes to Crohn's, Ulcerative Colitis and short-bowel disease to diarrhea caused by medications or treatments such as radiation or chemotherapy. Both CeraLyte and CeraSport are available in powder, liquid ready to drink, and in concentrate in several flavors. For more information go to www.ceraproductsinc.com

Cera Products, Inc. joins Recognition Seal Program participating manufacturers AgVanced Enterprises, Aleia's Gluten Free Foods, Bay State Milling Company, bluedominoes, Cali Fine Foods, Canino Sausage Company, Chebe Bread Products, Cupoladua Oven, DI Manufacturing, Dakota Lakes, Domata Living Flour, Earth Source Organics, Earthly Treats, Fox Ridge Bakeries, Free Choice Foods, Freeda Vitamins, Full Flavor Foods, Gluten Free and Fabulous, Gluten-Free Creations, Gluten Free Essentials, Gluten Free Mama Kitchen, Goose Valley Natural Foods, Grandma Ferdon's, Hill's Chestnut Farm, Kneaded Specialties Gluten Free Bakery, Kookie Karma, The Lite-Ful Cheesecake™, Little Bay Baking Company, Meister's Gluten Free Mixtures, Mixes from the Heartland, Mrs. May's Naturals, Mulay's Sausage Corporation, Purpose Foods/Sweet Fiber, Simply Boulder Foods, Skye Cookies, Starfish, SunWest Foods, and Worldwide Grains. Also recognized by the Program are the books *Recognizing Celiac Disease*, *The Gluten-Free Italian Cookbook: Classic Cuisine from the Italian Countryside*, and *The Gluten Free Passport* series. Restaurants participating in the program include The Soup Pot, GF Cucina's, Picazzo's Gourmet Pizzas, the Atrium Café and Anthony's Italian Chop House at the Doubletree Hotel in Oak Brook, IL and the Peppercorn Duck Club at the Kansas City Hyatt. Website links to all participants can be found on CSA's website, www.csaceliacs.org.

Celiac disease is a genetic auto immune disease which interferes with the body's ability to absorb nutrients. Current medical research reveals that statistically 1 out of 130 individuals will test positively for celiac disease. Once a patient is diagnosed with celiac disease, a diet free of wheat, barley, rye and oats will alleviate the symptoms, usually within weeks, and will help prevent the onset of related illnesses. Five out of six people with celiac disease have yet to be diagnosed. Undiagnosed people will exhibit a variety of symptoms including, but not limited to, bloating, diarrhea, weight loss, mouth ulcers, fatigue or anemia. If undiagnosed, the disease can lead to serious illnesses such as osteoporosis and bowel cancer.

Current information on CSA and celiac disease is available at the CSA website, www.csaceliacs.org or by calling toll free 877-CSA-4-CSA.

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The Celiac Sprue Association (CSA) is a member-based 501(c)(3) non-profit organization dedicated to helping individuals with celiac disease and dermatitis herpetiformis worldwide through research, education and support.