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## **CERASPORT®: ACTIVE AMERICA'S NEW SPORTS DRINK**

**Sports drink developed in Columbia, Maryland,  
more effective than Gatorade.**

**WHAT:** To beat the summer heat and adverse effects of dehydration, Johns Hopkins University physicians suggest drinking CeraSport® a new high performance hydration and endurance drink. CeraSport quickly replaces fluid and electrolyte losses, sustains energy and improves endurance, while minimizing adverse GI problems, cramping and nausea associated with sugar-based sports drinks. CeraSport's blend of complex rice carbohydrates and low osmolarity provides the correct concentration of electrolytes to speed gastric emptying, maximize absorption and deliver salts and energy for peak performance. Studies have shown that CeraSport® reaches the bloodstream 60 to 80 minutes earlier than Gatorade. The drink was developed by Cera Products, Inc. along with the assistance of physicians at Johns Hopkins University.

Concentrated simple sweet sugars commonly found in Gatorade that cause cramping, bloating and vomiting, are not found in CeraSport®. The Johns Hopkins doctors think CeraSport® is the best possible drink one could chose

to battle against dehydration and reduce the risk of possible heat stress and heat stroke during the hot summer months. The sports drink is incredibly useful for peak performance by athletes who have a critical need for fluid intake during training and actual competition.

CeraSport<sup>®</sup> is available in Citrus and Fruit Punch single serve packets (easy-to-mix powder), Berry powder pouch that's mixes into 2.5 gallons of water, lemon flavor ready to drink 4-packs, and Berry flavor Bag-in-Bag concentrate.

**WHO:** Cera Products Inc. was founded by a group working at the International Center where oral rehydration (ORS) was discovered. Employing the beneficial effects of rice instead of sugar, their mission was to utilize advanced ORS technology to provide a better rehydration system that would save lives.

Charlene Riikonen, CEO, Cera Products Inc. Ms. Riikonen has played an enormous role in the fight against the devastating effects of dehydration on world health since she worked in Bangladesh in the 1980's, and more recently through her Columbia, Maryland based company.

William Greenough, M.D., and marathon runner

Professor of Medicine and International Health at Johns Hopkins University

Former Director of the International Center for Diarrheal Disease Research  
in Bangladesh.

**WHERE:** Cera Products Inc. 410-309-1000  
9107 Mendenhall Ct. 1-866-237-2770  
Columbia, MD 21045 [www.cerasport.com](http://www.cerasport.com)

CeraSport® is the only rice-based electrolyte drink on the market for exercise and heat stress. Developed with Johns Hopkins researchers who created a superior substitute to sugar-based oral rehydration in Bangladesh, Cera's long-chain carbohydrate-based drinks promote salt and water absorption more efficiently than simple glucose (shown in clinical tests). In addition, the ability to drink more and absorb more allows a person to consume a greater volume of fluid for sweat replacement and ore carbohydrates for extended energy without the usual GI discomfort.

CeraSport® is available directly from Cera Products Inc. –  
by phone 410-309-1000 or 1-866-237-2770 or online at  
[www.cerasport.com](http://www.cerasport.com).

*Established in 1993, Cera Products, Inc. scientifically developed its high performance rehydration products along with world health experts – including physicians at Johns Hopkins University, the Mayo Clinic, Harvard*

*University, University of Maryland, and Tufts University Schools of Medicine, the Food and Drug Administration, Centers for Disease Control – and with experts at leading food and pharmaceutical manufacturing companies. With distribution nationwide and in Central America, Europe and the Middle East, Cera Products has established alliance with distributors in the medical/healthcare markets, as well as natural foods, sports and nutrition marketing.*

**What Customers are saying...**

“CeraSport helps people stay hydrated before, during ore after exercise – especially during training, bike races, and long runs.”  
~ *D.Sack M.D. in Maryland*

“...CeraSport allows me to really dig in for my 2<sup>nd</sup> and 3<sup>rd</sup> winds – I can drink CeraSport in the middle of a workout without cramps.”  
~ *ML in Maryland*