



For Immediate Release- January 9, 2008
Columbia, MD 21045

Contact: Tracy Stalker
Sport and Physiology Specialist
tracys@ceraproducts.us

CeraSport Athlete Earns Triathlete Magazine's 2007 Half-Ironman/70.3 Triathlete of the Year

CeraSport triathlete Mirinda Carfrae has been named Triathlete Magazine's 2007 Half-Ironman/70.3 Triathlete of the Year. Carfrae's consistent half-Ironman racing in 2007 (second place at Wildflower, Buffalo Springs 70.3, Eagleman 70.3, and Singapore 70.3) was punctuated by her first world championship. Carfrae took the gold medal and set a new world record of 4:07:25 at the second Ford Ironman World Championship 70.3 held in Clearwater Beach, Florida on November 10. The combination of her consistent racing and new world record make her worthy of earning Triathlete Magazine's 2007 Half-Ironman/70.3 Triathlete of the Year. Cera Products and its club members congratulate Mirinda!

CeraSport is a rice-based oral rehydration and energy drink, which Mirinda drinks to restore essential salts and fluids to prevent and correct dehydration while enhancing athletic performance. CeraSport was developed by Cera Products along with world health experts, including physicians from Johns Hopkins University, The Mayo Clinic and Harvard University. Among other athletes who use CeraSport are elite athletes in the US Military, including Army Rangers and Navy SEALs, LSV Cycling Club in Baltimore, and other up and coming triathletes.

Established in Maryland in 1993, Cera Products scientifically developed its high performance medical and sports rehydration products along with world health experts - including physicians at Johns Hopkins, the Mayo Clinic, Harvard University, University of Maryland, Tufts University Schools of Medicine, the Food and Drug Administration, Centers for Disease Control - and with experts at leading food and pharmaceutical manufacturing companies. For more information, visit www.ceraproductsinc.com. --END--