



FOR IMMEDIATE RELEASE:

New World Consumer Products, LLC Hires John Wilson

Former Professional Soccer Champion Joins the Company as Institutional Sales Manager

Charleston, SC (October 21, 2014) – New World Consumer Products, LLC, a Charleston, South Carolina-based producer of scientifically-advanced products and supplements based on technology developed by its sister company and privately held specialty pharmaceutical company, New World Pharmaceuticals, LLC, is pleased to announce another strategic hiring. Former professional soccer champion, John Wilson, has been hired as Institutional Sales Manager.

A native of Seneca, SC, Mr. Wilson began his professional career with the Charleston Battery in 1999. After an outstanding rookie season, Wilson joined Major League Soccer's Kansas City Wizards where he was a member of the 2000 MLS Cup championship team. Wilson returned to the Battery in 2001 and spent three seasons with the club including 2003 when he was a member of the Championship winning team. In 2004 Wilson joined the Rochester Rhinos. After a successful season with Rochester, Wilson joined DC United (2005-2007) and helped lead them to the 2006 Supporters Shield title. Wilson rejoined the Battery before the start of the 2008 season and helped lead the club to its third (2010) and fourth (2012) USL Championship. Following the 2014 Charleston Battery season, Wilson announced his retirement.

Prior to his successful run in professional soccer, Mr. Wilson had an outstanding college career at Clemson University and was named All-ACC in 1997 and 1998 and helped Clemson to an ACC Championship, #1 national ranking and an Elite Eight NCAA finish in 1998.

With over fifteen years of extensive experience as a compelling leader, relationship manager and brand ambassador, Mr. Wilson now brings his talents and expertise to the New World Consumer Products team. In his current role at New World Consumer Products, Mr. Wilson is responsible for leading the company's institutional sales efforts during the launch of its flagship product, X_RCEL™, which is a scientifically-advanced sports performance fuel based on patented formulation technology developed by New World Pharmaceuticals.

“We are really pumped that John Wilson is joining the X_RCEL Brand Development team. John represents everything we envisioned when we started developing X_RCEL. As a professional soccer player, John knows what it means to train and play hard and the impact that proper fueling has on performance. John’s professional sports background coupled with his desire to help every athlete improve their personal potential makes him a great fit for us,” stated Fred Sexton, President and Founder of New World Consumer Products.

###

About New World Consumer Products, LLC

New World Consumer Products is bringing the science of human nutrition and carbohydrate metabolism to high performance athletes with an emerging portfolio of patented products and technologies. Our flagship product, X_RCEL™, is a scientifically-advanced sports performance fuel based on patented formulation technology developed by New World Pharmaceuticals, LLC.

With strong investment in the science of performance-based nutrition, guided by a leadership team of executives and university scientists with extensive operating and board-level experience in the pharmaceutical and consumer goods industries, New World Consumer Products will continue to develop breakthrough products that improve performance and endurance for work, play and sport.

The company’s corporate headquarters are located in historic Charleston, South Carolina. To learn more, please visit www.NewWorldConsumerProducts.com.

About New World Pharmaceuticals, LLC

Founded in 2007, New World Pharmaceuticals, LLC is a privately held specialty pharmaceutical company engaged in the research and development of innovative drug delivery systems that remove or mitigate constraints to taking medications and supplements. The company is specifically focused on the development of oral and intradermal controlled release technologies.

New World Pharmaceuticals has developed and patented temperature and pH responsive micro-gel technology that increases and sustains the oral bioavailability of carbohydrates and certain other BCS Class I, II & III drugs. The company is also developing and has patented novel intelligent intradermal delivery technology for use with both small and large molecules.

The company will launch, through New World Consumer Products, LLC, its proprietary consumer product, X_RCEL™, a scientifically-advanced athlete fuel. X_RCEL™ is formulated using New World Pharmaceuticals’ patented micro-gel delivery system.

New World Pharmaceuticals prides itself on excellence in product development and operating efficiency. The company’s leadership team has extensive and proven senior management experience in the pharmaceutical and consumer goods industries.

New World Pharmaceuticals is based in Charleston, South Carolina. For more information, please visit www.NewWorldPharma.com.

Media Contact:

Doug Coupe

BOLD Communications Group

843.856.2240

doug@boldcommunicationsgroup.com