



FOR IMMEDIATE RELEASE:

XRCEL Adds Acclaimed World Champion Professional Cyclist Mike King as a Brand Ambassador

World Cup winner in three different forms of cycling joins the XRCEL team

Charleston, SC (October 30, 2014) – New World Consumer Products, LLC, a producer of scientifically-advanced products and supplements based on technology developed by its sister company, New World Pharmaceuticals, LLC, is pleased to announce that World Champion Cyclist Mike King has been added as a Brand Ambassador for the company's flagship product, XRCEL™, a cutting-edge sports performance fuel based on New World Pharmaceutical's patented formulation technology.

Starting his competitive cycling career at a young age, Mike quickly rose to the top of the BMX racing ranks with multiple National and World Championship titles. He defended those titles again years later. Mike switched to the ultra-competitive Mountain Bike racing category and found success early on in the larger wheeled discipline. Downhill World Champion, Dual Slalom World Champion and national titles in Dual Slalom were among his accomplishments in the gravity-focused cycling category. Mike is one of but a small handful of Americans to win a World Cup in three different forms of cycling. He now directs the newest and most respected BMX facility in Rock Hill, South Carolina. He also maintains the position of Head of Testing and Development for the mountain bike category at VEE Tire Co.

"Mike King has had tremendous success in the world of cycling and we are thrilled to have him on board as a Brand Ambassador for XRCEL. As a World Champion professional cyclist, Mike knows what it takes to train and compete and how important proper fueling is for optimal performance," states Patrick Keener, Chief Sales and Marketing Officer for XRCEL.

"After weeks of testing the product, XRCEL proved I could sustain my energy and intensity levels over and beyond three hours as a sprinter. I was blown away by the results. XRCEL is a big game changer for me," adds World Champion and BMX Hall of Famer Mike King.

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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.

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