



FOR IMMEDIATE RELEASE:

X_RCEL™ Adds Professional BMX Racer Justin Posey as a Brand Ambassador

Collegiate National Champion and USA BMX Pro Rookie of the Year Joins the X_RCEL™ Team

Charleston, SC (November 12, 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 2013-14 Collegiate National Champion and USA BMX Pro Rookie of the Year Justin Posey has been added as a Brand Ambassador for the company's flagship product, X_RCEL™, a cutting-edge sports performance fuel based on New World Pharmaceutical's patented micro-gel formulation technology.

Justin started his competitive BMX racing career at a young age gaining great success by winning many events and competing in nine national championships. He was selected as the first athlete to take part in the Junior Development Program at the Olympic Training Center in San Diego in 2009. Justin is the 2013-14 Collegiate National Champion who was named the 2013 USA BMX Pro Rookie of the Year. He had a Top 5 finish at the World Cup in Argentina and is currently ranked 20th in the world. Justin represents Team USA at events throughout the world and is training for the 2016 Olympics in Rio de Janeiro, Brazil with the hopes of earning a spot on Team USA.

"Justin has had remarkable success as a BMX racer with much more great racing ahead of him. We are excited to have him on our team as an X_RCEL™ Brand Ambassador. He understands the rigors of training and high-level competition and the importance of proper fueling in order to be a peak performer," states Patrick Keener, Chief Sales and Marketing Officer for X_RCEL™.

"I'm excited to represent X_RCEL™ and use the amazing product to power me to the top of the podium. I believe this is the next level of sports performance fuel and think that it will take any athlete to the next level in their sport," adds BMX Champion Justin Posey.

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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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