



FOR IMMEDIATE RELEASE:

**New World Consumer Products, LLC Names Belinda Pratt
As Head, Internal Operations**

Ms. Pratt brings over 15 years of experience in the biotechnology, pharmaceutical manufacturing and health industries to the company.

Charleston, SC (November 4, 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, announced that Belinda Pratt has been named as Head, Internal Operations. Ms. Pratt will be responsible for the management of the Company’s financial, project and supply chain including Quality Assurance together with human resource activities.

Ms. Pratt has a proven track record of delivering multi-million dollar projects bringing new products to market within a number of industries. She has worked for major pharmaceutical manufacturers including CSL Behring and most recently, delivering key projects overhauling processes within the health industry.

Ms. Pratt holds a Bachelor of Chemical Engineering (Honors), a Master of Commerce (Accounting major), is an SAI Global certified Lead Quality Auditor in ISO9001 and is also Project Management Professional (PMP) certified. Her experience, education and proven track record will be utilized by New World Consumer Products to ensure that the Company continues its significant growth and the successful establishment of its headquarters here in Charleston.

“We are thrilled that Belinda has joined the company. Building companies from the ground up takes tremendous breadth and depth of experience, and hiring the right people early on is never easy and always critical,” stated Fred Sexton, President and Founder of New World Consumer Products. “Belinda’s engineering, accounting and finance, and project management background make her a great fit for New World Consumer Products as we prepare to grow here in Charleston.”

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. 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.

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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.

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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