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FOR IMMEDIATE RELEASE

XRCEL™ AND CHARLESTON BATTERY SIGN PARTNERSHIP

XRCEL™ Athlete Fuel is proud to announce its newly launched sponsorship of Charleston Battery Soccer. Both organizations recognize the mutual benefits of the partnership and are committed to the development and health of their players, growth of the Battery franchise and increasing visibility of XRCEL.

"We are thrilled to be able to support and collaborate with Charleston Battery," said Fred Sexton, founder and president of New World Consumer Products, the makers of XRCEL Athlete Fuel. "This is a natural fit for us. XRCEL has its roots in soccer, we brought on former Charleston Battery star John Wilson to head up our team-based business development efforts, and both the Battery and XRCEL's headquarters are in Charleston. Having the opportunity to fuel the Battery on the field and to collaborate with them on brand development will be great for them and us."

Said John Wilson, who developed the sponsorship deal and brought it to fruition, "Our partnership with the Charleston Battery is something that is very exciting for me. Our XRCEL team is very excited to have the pleasure of providing my former club with another tool to help them succeed on the field. We are looking forward to growing the game and brands on the field and in the Charleston community!"

Charleston Battery staff has been providing XRCEL to the team since the start of the 2015 season, and head athletic trainer Bobby Weisenberger reports that players have been happy with the results – including better energy and alertness in the final, crucial minutes of matches. The team is undefeated to start the season and is off to its best start in 12 years.

"We are thrilled to begin this partnership with XRCEL," said Andrew Bell, Battery club president. "It's cutting-edge sports nutrition technology, and we are fortunate to be able to use these products. The players and technical staff have been very receptive and are enjoying the results."

XRCEL Athlete Fuel is an extended release carbohydrate supplement. Its patented glucose micro-gel technology is changing the way athletes train, compete and recover. Banned-substance free, caffeine free, and NCAA and WADA compliant.

XRCEL Athlete Fuel is brought to market by New World Consumer Products. Technology and scientific development was performed by New World Pharmaceuticals.

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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, XRCEL, 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.

XRCEL.COM

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The company will launch, through New World Consumer Products, LLC, its proprietary consumer product, XRCEL, a scientifically-advanced athlete fuel. XRCEL 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.

About Charleston Battery

The Charleston Battery began play in 1993 alongside rivals Richmond Kickers, and today the two clubs share the honor of being in continuous operation longer than any other professional soccer teams in the United States.

The Battery have won four league championships, most recently in 2012, and compete in USL – the largest, fastest growing professional league in North America.

The team plays its matches at historic Blackbaud Stadium on Daniel Island in Charleston, SC, and has a proven track record as one of the best lower-division clubs in the country when it comes to finding, developing and producing talent for Major League Soccer. In 2015, the team is the official affiliate of Houston Dynamo of MLS.

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