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Cerahelix wins the New Materials Innovation Platform pitch contest at Plug and Play's EXPO day



Cerahelix, a Maine startup company which offers an energy efficient filtration technology announced that it has won the New Materials Innovation Platform pitch contest at Plug and Play's EXPO day. The EXPO day pitch competition was the culmination of a 3 months' accelerator program at Silicon Valley's Plug and Play Tech center. Cerahelix was among the twelve best-in-breed new materials startups chosen from over 500 applicants to participate in this industry-specific accelerator program.

During the program Cerahelix CEO Susan MacKay and VP of Business Strategy Jutta von Dirke traveled to California to present to corporate partners, and venture capitalists as well as to participate in mentor sessions lead by industry experts for business development, funding and strategic partnerships.

Susan MacKay, CEO of Cerahelix, explains that "our participation in Plug and Play's accelerator program gave us a chance to reach beyond the east coast; their network is global." Jutta von Dirke, Cerahelix VP of Business Strategy adds "having been accepted in such a highly competitive program is an important recognition of the value of our energy efficient filtration technology which enables process manufacturer to operate more sustainably." This opportunity came at a crucial time for Cerahelix, as they are generating early revenues, building a pipeline of customers, and looking to finance their next stage of growth.

Cerahelix, Inc. was established in 2011 to develop energy saving filtration products using DNA biotechnology combined with ceramic materials. The PicoHelix is the first filter that achieves high purity separations while working in challenging process conditions. The combination of high purity and durability in a single filter product makes the PicoHelix applicable across multiple industries like oil and gas, pharma, fine chemicals and bio-based products.

If you'd like more information about Cerahelix, or to schedule an interview with Susan MacKay, please call 207/299-3336, or email info@cerahelix.com

