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## For Immediate Release

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## News Release

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elete Electrolyte Add-In Announces Product Donation to U.S. Military

*elete to provide Approx. \$100,000 Product Donation to Deployed U.S. Military Personnel and Medics*

OGDEN, UTAH (August 17, 2009)—Mineral Resources International, Inc. (MRI), the manufacturer of **elete Electrolyte Add-In™**, a pure electrolyte concentrate that can be used to add electrolytes to any food or beverage, has announced it will provide approximately \$100,000 retail value in **elete** electrolyte products for one percent of the U.S. deployed troops. Each military unit that receives **elete** will be given enough product for an approximate two-week trial.

The product donation will ultimately amount to:

- 10,000 **elete** pocket bottles, which soldiers can carry with them to self-dose electrolytes as needed. Each pocket bottle makes 10, 32-oz. servings with a cap that doubles as a measuring tool
- 1,000 16-oz. refill bottles that each make 24 gallons of electrolyte drink and can be used to refill **elete's** pocket bottles
- 200 packets with pre-measured servings to add to 16-oz. of water for use by military medical personnel to treat those suffering from heat fatigue and dehydration

"It was important for us to find a way to give back to the brave men and women of the U.S. military who are protecting and defending us abroad," said Val Anderson, Executive Vice-President and Director of Sales and Marketing for **elete**. "Soldiers have been avid users of **elete**. Many stationed in Iraq and Afghanistan have told us that **elete** has literally been a lifesaver. This product donation will go directly to the medics and one percent of the deployed military troops and will provide them with essential electrolytes they absolutely need to combat the scorching heat and stressful, arduous conditions they contend with daily."

Electrolytes—including magnesium, potassium, sodium, and chloride—are essential for heat tolerance, fluid balance, muscle function, and every form of energy conversion and utilization in the body. "**elete** has been clinically tested and shown to improve hydration. One of **elete's** best features, though, is that it can be used in canteens and hydration packs without leaving a residue or contributing to the growth of mold or bacteria like other sports drink products, which render canteens and packs useless," added Anderson.

Another feature of **elete** is that it places a higher emphasis on magnesium, an essential electrolyte, which is omitted from many sports drinks. Anderson said, "Magnesium is an essential electrolyte needed for energy conversion and utilization in the body. Further, studies have shown



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that physical, emotional, and noise stress mobilize magnesium from the cells and deplete the body's stores of magnesium. If the body's magnesium levels become too low, it can take a serious toll on one's health and well being. Our men and women in uniform face a constant, unrelenting barrage of stress and they need to ensure they're getting enough magnesium. When you also include other factors such as high temperatures, the equipment they are required to carry, etc., the risk of heat-related incidents goes up dramatically. They need a quality electrolyte-replacement formula that will meet their needs, and **elete** can help with that."

### **Expectations**

Members of the U.S. military who would like to participate in this program are encouraged to please contact **elete** with the contact information for the supply officer or responsible person for the unit/group. In return for the product donation, **elete** is asking recipients to please provide a written report on how the **elete Electrolyte Add-In** donation was used and the particular benefits and effects that were noted.

To learn more about this program or to qualify, please contact:

Val Anderson

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### **Duration of Military Donation Program**

**elete** has already disseminated more than \$30,000 in product donations to several U.S. military personnel. **elete** has already received valuable feedback including a letter from one chief medical officer who related his experience treating soldiers suffering from heat fatigue with **elete Electrolyte Add-In**, "I used your **elete** electrolyte product on my soldiers. It has been a lifesaver. I've yet to have one heat casualty since handing it out. And the soldiers will really drink it compared to the old ORS [oral rehydration solution] packets."

### **Backed by a Clinical Study**

Earlier this month, **elete** announced that a study it commissioned was published in the peer-reviewed journal *Wilderness & Environmental Medicine*. The study, which compared the effects of electrolyte water made with **elete Electrolyte Add-In** and plain water on hydration status, drinking behavior, and body temperature, reported that wildland, smokejumper firefighters who drank plain water consumed 74 percent *more* water—3.3 liters per day on average—to achieve the same level of hydration as those who consumed water with **elete Electrolyte Add-In**. To learn more about this program, go to: <http://new.eletewater.com/index.php?page=elete-electrolyte-add-in-military-donation> or call 800.669.1297.

### **About elete Pure Electrolyte Add-In™**

elete Electrolyte Add-In™ ([www.eletewater.com](http://www.eletewater.com)) is the latest cutting-edge innovation in electrolyte replacement. elete Electrolyte Add-In™ is the world's first pure electrolyte add-in specially designed to add electrolytes to any beverage or food to replace electrolytes, maintain fluid balance, sustain endurance, and help prevent occasional muscle cramps due to physical exertion. elete Add-In™ contains no calories, no sweeteners, no flavorings, no artificial ingredients, and no nasty stuff that can impede optimal performance. Because elete is a pure electrolyte add-in, it can be used to make pure electrolyte water that tastes like water. Tablytes™, by elete, are a complete, balanced electrolyte replacement in tablet form. For more information, visit [www.eletewater.com](http://www.eletewater.com) or call 800.669.1297.