



For Immediate Release

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News Release

elete Electrolyte Add-In™ Proud to Sponsor of 10th Annual Low Tide
Ride & Stride

OGDEN, UTAH (June 4, 2007)— **elete** is pleased to announce it is one of the proud sponsors of the 10th Annual Low Tide Ride and Stride on Sunday, June 17th in San Diego, Calif. Elete will be providing water-bottle-sized rip-pack samples of Elete Electrolyte Add-In™, which all event participants will receive.

“We’re delighted to include samples of elete Add-In for all of our riders and striders,” said Steve Haley, event director. “Here in San Diego at our great beaches, people are physically active and body conscious. A product like elete Add-In is great because it supports physical fitness and performance without adding extra, unnecessary calories.”

The Ride and Stride takes place at 8:00 a.m. on Sunday, June 17th and will begin at the YMCA Camp Surf in Imperial Beach. The event features an 8.2 mile course that runs along the Silver Stand and the beautiful Hotel del Coronado before ending at Sunset Park at Coronado.

Net proceeds from the event benefit the Artificial Limb Clinic of Ensenada. Limbs of Freedom is a joint project between the Rotary Club of Coronado and Califi a-Ensenada. The program, which was started in 1996, fabricates and fits prosthetic limbs for amputees living in Baja California. In 2004, Rotary volunteers completed a clinic in Ensenada, Mexico.

For more information about Low Tide Ride & Stride, go to:

<http://kathyloperevents.com/lowtide/>

About elete Pure Electrolyte Add-In™

elete Electrolyte Add-In™ (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 or call 800.669.1297.