



For Immediate Release

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News Release

elete Electrolyte Add-In™ Proud to Support the 2007 Cowbell
Challenge

OGDEN, UTAH (June 12, 2007)— **elete** is pleased to lend its support through product sponsorship of the 6th Annual Cowbell Challenge, a USA Cycling ultra-endurance mountain bike race, Saturday, June 23, 2007 at the U.S. National White Water Center in Charlotte, NC. All Cowbell Challenge cyclists will receive complementary rip-pack samples of Elete Electrolyte Add-In in event schwag bags.

“The Cowbell Challenge is a 12-hour mountain bike race, so a hydration product is absolutely critical for our riders,” said Bart Stetler, co-founder/logistics and sponsors. “elete Electrolyte Add-In not only allows athletes to stay hydrated, but it is unique in that it allows athletes to add as much or as little electrolytes to their hydration packs and water bottles as they desire. We’re pleased to offer the product to all event riders. ”

Challenge categories each include: Solo men and women; duo men, women, and co-ed; multi-rider men, women, and co-ed; single-speed men and women, and 6-hour solo men, women and duo. The event begins at 10 a.m. and ends at 10 p.m. In addition to the race, there is a pre-race party Friday, June 22 from 6:30 p.m. to 9 p.m.

This year’s event benefits the Lance Armstrong Foundation and the Juvenile Diabetes Research foundation.

For more information about the Cowbell Challenge, visit their web site at:

<http://www.cowbellchallenge.org/index.htm>

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.