



For Immediate Release

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News Release

elete Electrolyte Add-In™ Announces It Is Product Co-sponsor of 2007 North Ogden Cherry Days 5K Run, 1K Walk

OGDEN, UTAH (June 11, 2007)— **elete** marketers of **elete Electrolyte Add-In™**, a concentrated electrolyte-replacement product that can be added to any beverage, is pleased to announce it is one of the product sponsors of the 2007 North Ogden Cherry Days 5K run and 1K walk.

Cherry Days event participants will each receive a water-bottle sized rip pack of Elete Add-In, which provides four major electrolytes. In addition, the event's aid-station coolers will contain elete pure electrolyte water to quench runners' and walkers' thirst and keep them hydrated.

"North Ogden Cherry Days has been celebrated for the past 75 years. It has become a tradition for families to attend this event. The City of North Ogden is located at the base of Ben Lomond Peak and is a community that supports outdoor and physical activities for all," stated Randall Steinfeldt, triathlon competitor and physician, at Intermountain North Ogden Clinic. "Our clinic likes to support activities to improve physical fitness and reduce the chance of many chronic illnesses. The Cherry-Days 5K run and 1K walk is during July, which is typically one of the hottest and driest months of the year in Utah. This is the first year elete Electrolyte Add-In has co-sponsored this event, and we are pleased to provide electrolyte water made with elete Add-In to keep our event participants hydrated and able to withstand the hot, dry July heat."

The event begins at 7:00 a.m. in front of the Intermountain North Ogden Clinic (2400 North Washington Blvd). The pre-registration fee is \$10.00 at North Ogden Community Services, 2685 North 550 East. Cost of registration the day of the race will be \$15.00; same day registration will be at Intermountain North Ogden Clinic, beginning at 6:00 a.m., closing at 6:45 a.m.

For more information about North Ogden Cherry Days or to view the race route, visit: www.northogdencity.com

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.