



For Immediate Release

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News Release

elete Electrolyte Add-In™ Proud Product Sponsor of Glad-Peach
22nd Annual Race Event

OGDEN, UTAH (July 27, 2007)— **elete Electrolyte Add-In™** is pleased to announce it will be one of the sponsors of the Glad-Peach 22nd Annual 5K-10K Run, 5K walk/.6K Fun Run, on August 4, 2007 at the Coloma Fire Station in Coloma, Michigan. Each race participant will receive a free, water-bottle sized rip pack of **elete Pure Electrolyte Add-In™** in their event schwag bag.

Of his decision to select elete Electrolyte Add-In as one the event's product sponsors, event director Martin Quiqley stated, "I am a runner, and I participate in 30 to 40 5K events per year. In 2006, I was participating in an event that offered elete Electrolyte Add-In to runners. Upon drinking water fortified with elete, around mile marker two I noticed a difference, and I was able to sustain myself for the remainder of the run. For the Glad-Peach Race, I immediately thought about offering elete to our runners and walkers."

The run/walk begins in beautiful downtown Coloma in conjunction with the city's annual peach festival. Runners will continue across the Paw Paw River Bridge, and 10K runners will pass along historic, scenic Paw Paw Lake. Following the event, brunch will be held downtown, and a festival parade will take place at 1:00 p.m. Music and entertainment continue throughout the day and into the evening culminating with a peach-tacular fireworks show at 10:30 p.m.

The Glad-Peach Run/Walk is endorsed by the Michigan Governor's Council of Physical Fitness and Sports. In addition, this event is part of the "Fruit Belt Series," which helps "grow" the fruit industries of Michigan (plus the surrounding states of Indiana, Illinois, and Wisconsin) as well as highlighting the importance of consuming produce that is locally grown daily in one's daily diet.

For more information or to register for the Peach-Glad Run/Walk Race, visit:

<https://www.signmeup.com/site/reg/register.aspx?fid=B52VGK7>

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.