



For Immediate Release

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News Release

elete Proud to Support Fool's Gold 100-Mile Mountain Bike Race
and Festival

OGDEN, UTAH (July 20, 2007)— **55nine Performance** and **elete Electrolyte Add-In™** are proud to announce the Fool's Gold 100/50 Mile Races and Mountain Bike Festival, August 18, 2007 in Dahlonega, Georgia.

The Fool's Gold 100/50 Mile Races and MTB Festival, presented by 55nine Performance, is Georgia's first and only 100-mile mountain bike race, brought to you by the race director of the largest 24-hour mountain bike race in the Southeast US, the BURN 24-Hour Challenge! elete Electrolyte Add-In™ will be one of the event sponsors providing racers with rip-packs of elete Add-In, a hydration- and performance-support electrolyte concentrate that contains no sugars or carbohydrates. In addition, the event's aid-station coolers will contain elete pure electrolyte water.

"Given that the Fool's Gold Races are held in Georgia in August we knew the heat would be a factor for our participants," said Eddie O'Dea, race director of Fool's Gold and owner of 55nineperformance." The heat and humidity down here can cause an awful lot of electrolyte loss, which, from a safety standpoint, is not good. We'll be encouraging everyone on the trail and even the volunteers to stay hydrated with elete-supplemented water and to wear some sun screen."

This race will feature lots of sweet single track, a few gravel road grunts, well-supplied SAGs, and the best party of the summer! The start/finish is located just outside of Dahlonega, GA with the course covering one or two 50-mile laps through the Chattahoochee National Forest.

The Fool's Gold MTB Festival will be located at the start/finish venue and will feature live music, local micro-brews, prize giveaways and, of course, some great riding.

All of the details can be found at: <http://55nineperformance.com>

About 55nine Performance

55nine Performance, located in Atlanta Georgia, is Georgia's premiere bike fitting service. We are experienced in fitting Road, Triathlon, Mountain, TT, Cyclocross, Track and Tandem bicycles for recreational riders and racers across the Southeast.



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.