



For Immediate Release

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News Release

elete Electrolyte Add-In™ to Sponsor 2007 Tour de Granite Mountain Bike Race

OGDEN, UTAH (June 4, 2007)— **elete** is pleased to announce it will be one of the proud sponsors of the 2007 Tour de Granite Mountain Bike Race on Saturday, August 4, 2007 at Markwood Meadows near Shaver Lake, California. Elete will be providing water-bottle-sized rip-pack samples of **Elete Electrolyte Add-In™**, which all riders will receive.

“At the Tour de Granite race, we deal with a lot of organic foods and products. When we were choosing which hydration product we wanted for our event riders, we wanted a product that was all-natural without a lot of sugars and calories and that still had a strong electrolyte content. Elete Electrolyte Add-In fit all of those requirements,” said Chris Spatafore, event organizer.

Tour de Granite’s course consists of a 9.5-mile circuit course, starting and ending at Markwood Meadows. Riders can expect fast descents, a steep single track, granite climbs, a 1,600 ft-elevation gain per lap, a creek crossing, and a steep granite hike. The pro race begins at 10:00 a.m.; the Sport race at 10:05 a.m.; and the Beginner race at 10:10 a.m. All riders are required to wear a helmet exceeding SNELL or ANSI standards and must sign the event waiver the day of the race.

For more information about or to register for Tour de Granite, click:
<http://www.spatdog.com/tdg.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.