



For Immediate Release

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News Release

elete Electrolyte Add-In™ Supports San Luis Obispo Downtown Criterium Classic and Cycling Festival

OGDEN, UTAH (July 31, 2007)— Pro cycling comes to San Luis Obispo on August 12, 2007 for the San Luis Obispo Downtown Criterium Classic and Cycling Festival, and elete is proud to lend its support for this prestigious and historic event through product sponsorship. All riders will receive free, water-bottle size rip-packs of elete Electrolyte Add-In™.

The full-day race, which will be governed by the U.S. Cycling Federation, will feature open, elite, masters, and pro categories. Nearly 500 professional, collegiate, and amateur cyclists will be competing for cash purses for up to \$5,000.

“The last time the San Luis Obispo Downtown Criterium was held was 2001,” said Shaba Mohseni, event director. “We are thrilled and honored to bring back this historic event for the wonderful community of San Luis Obispo.”

Mohseni also spoke about her decision to feature elete Electrolyte Add-In in the race, “We hear great things about elete from cyclists. Several elite racers we have talked to mentioned that the taste of electrolyte water made with elete is not aggressive. I used elete two to three weeks ago during one of my rides, and elete performed very well.”

The Crit circuit will begin on Chorro and Higuera Streets, then travel clockwise on Higuera, Broad and Monterey Streets through Mission Plaza, and finish back onto Higuera.

In addition to the races, the cyclist festival will feature the Farmer’s Market Hub Expo, the Thrive iNteractive Health and Wellness area, a quadricycle Demo Track, the Bike Happening Parade at noon, and a free bicycle valet service hosted by the SLO Bike Valet Program.

To register for the event or to get more information, visit the official event Web site at www.cencalcycling.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.