



For Immediate Release

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News Release

elete Proud to Provide Hydration Support for IMT Des Moines Marathon

OGDEN, UTAH (September 17, 2007)— Expanding the list of high-profile athletic events—road and mountain bike races, group rides, and running events—sponsored by **elete Electrolyte Add-In™** this year, elete announced today it is one of the sponsors (through product) of the IMT Des Moines Marathon, October 21, 2007 at Nollen Plaza/Capital Square in downtown Des Moines, Iowa.

Each Des Moines Marathon athlete will receive as part of their athlete packet a water-bottle sized rip-pack of **elete Electrolyte Add-In** to support hydration, performance, and post-recovery.

Chris Burch, director of racing and events, stated, "We are proud to partner with elete Electrolyte Add-In, a leading expert in electrolyte replacement, for the IMT Des Moines Marathon. We are aware that athletes are able to educate themselves on how to hydrate and manage their electrolyte replacement."

This year, more than 4,500 athletes are expected to participate in the IMT Des Moines Marathon. Besides the marathon, there will be a half-marathon, a five-person marathon relay, and a 5k road race. The marathon, half marathon and relay marathon begin at 8:10 a.m.; the 5k road race kicks off at 9 a.m. at Nollen Plaza. Race festivities continue throughout the day with a post-race party that concludes at 4 p.m.

Further details about the event including registration can be found at:

www.desmoinesmarathon.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.