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**For Immediate Release**

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**News Release**

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elete Unveils New Pricing that Will Keep More Money in  
Consumers' Wallets

*New Pricing for elete's 8 oz., 16 oz., and 32-oz. sizes; electrolyte water  
now as low as 13 cents per 32 oz. serving*

OGDEN, UTAH (June 23, 2009)—Increasing numbers of consumers are feeling the economic pinch in their pocketbooks. However, effective January 13, 2009, **elete** is taking steps to stretch consumers' pennies and dollars further by lowering prices on its larger, value-size bottles of **elete Electrolyte Add-In™**, the original pure electrolyte add in that can be used to make pure electrolyte water or to convert any drink into a sports drink. **elete Electrolyte Add-In** allows for completely customizable and versatile dosing.

"In this economy, shoppers are looking for value," said Val Anderson, director of sales and marketing for **elete**. "With the revamped pricing on our larger sizes of **elete**, athletes, families, and fitness-conscious consumers can be more liberal with their electrolyte replacement, which will improve performance and heat tolerance—especially during these summer months. In fact, by combining the **elete** pocket bottle with the larger, refill sizes and using it as a re-usable delivery system, it provides phenomenal value and convenience for consumers, and is more environmentally friendly in terms of the packaging that is spared from the landfills."

"**elete's** 8 oz. size has a new reduced MSRP of \$14.98 and makes 24 gallons of electrolyte drink, which means for consumers, the cost per 32 oz. serving of electrolyte water or drink made with **elete** costs less than 16 cents or less than half a penny per ounce. The 16 oz. size has a new reduced MSRP of \$24.98 bringing the cost per 32 oz. serving down to just over 13 cents. The sale of a pocket bottle with an 8 oz. bottle is less than \$20 and a pocket bottle with a 16 oz bottle is just under \$30. This is a fraction of the cost compared with sports drinks. Furthermore, besides better value, athletes get a better balance of electrolytes with **elete**, which provides four essential electrolytes versus the two common, less-expensive electrolytes found in many sports drinks."

The new prices for **elete's** larger, refill bottles are as follows:

- The new MSRP for **elete's** 8 oz. refill bottle is \$14.98; previously, it was \$19.95.
- **elete's** 16 oz. bottle is now priced at \$24.98; previously, the MSRP was \$35



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- elete's 32 oz. team size is now \$40; before, the MSRP was \$60

elete is available to bike shops through Quality Bicycle Products, which can be reached at 952.941.9391 or [sales@qbp.com](mailto:sales@qbp.com).

To learn more, visit elete's web site at [www.eletewater.com](http://www.eletewater.com) or call 800.669.1297.

#### About elete Pure Electrolyte Add-In™

elete Electrolyte Add-In™ ([www.eletewater.com](http://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 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](http://www.eletewater.com) or call 800.669.1297.