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**For Immediate Release**

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**News Release**

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## elete Athlete Sarah Kaufmann Takes 2<sup>nd</sup> in 24 Hour Nationals Bike Race

OGDEN, UTAH (October 27, 2009)— Sarah Kaufmann, an athlete and sales representative sponsored by **elete Electrolyte Add-In™**, claimed second place in the Solo Female category of the endurance mountain bike race, 24 Hours of Moab, held October 10<sup>th</sup> and 11<sup>th</sup> in Moab, Utah. This year's 15<sup>th</sup> annual 24 Hours of Moab was the 24 Hours National Championship making Sarah the 2<sup>nd</sup> ranked in the nation.

Sarah completed thirteen laps with a final time of 11:12:31 and credits **elete Electrolyte Add-In™** with her strong finish. "I mixed **elete** in all my water; it went in with my drink mixes, coffee, cooking water—everything. I never suffered the queasiness that I usually experience during 24s. It also helped keep me from getting scattered and loopy late in the race. I am able to concentrate and focus on the business of racing my bike and pedaling out the next lap!"

24 Hours of Moab has evolved into one of the premier endurance mountain bike races in the world. The race features a 14.6-mile course that traverses sand pits and slickrock drops within the beautiful red rock La Sal Mountains. The race, which comprises nearly 4,000 riders plus support crews and spectators, has a worldwide following among endurance mountain bike racers.

"I remember when Sarah first contacted us at **elete** inquiring about athlete sponsorship. We're so happy that our relationship with Sarah continues to grow as she continues to use **elete** products in her performance and as her prestige in the racing community continues to grow." said Val Anderson, Director of Sales and Marketing for **elete**.

For more information about **elete**, visit [www.eletewater.com](http://www.eletewater.com) or call 800.669.1297.

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**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 versatile 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.