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**For Immediate Release**

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**News Release**

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elete Electrolyte Add-In Awarded PGA Tour Partners Club  
Member Tested Seal of Approval

*Golfers Can Feel as Good on Holes 15-18 as Holes 1-5*

OGDEN, UTAH (February 9, 2008)—As most golfers know, high humidity and heat can not only zap one's concentration and energy on the course, but it can significantly impair one's performance. Golfers may find, however, a new ally with **elete Electrolyte Add-In™** especially during hot, humid days on the course.

The February/March issue of PGA Tour Partners features a picture and brief review of **elete**. Last year, club members tested **elete Electrolyte Add-In** both on and off the course to gauge the effectiveness of **elete** on hydration, performance, muscle function and heat tolerance under a variety of environmental conditions.

Club members awarded **elete** with the coveted PGA Tour Partners Club Member Tested Seal of Approval. According to PGA Tour Partners, the best feature of **elete** was its effectiveness.



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“We are very pleased but not surprised to receive the PGA Tour Partners Member Tested Seal of Approval,” said Val Anderson, director of Sales and Marketing for **elete**. “This honor comes from members testing the product and over two-thirds of them giving a positive recommendation. In **elete**’s case, 200 members had the opportunity to test **elete Electrolyte Add-In** and write a review. We were confident to participate in the test because of our clinical trial demonstrating that water with **elete** was significantly more efficient at hydration than plain water and, secondarily, we know how crucial hydration can be for mental and physical function when golfing 18 holes.”

**elete** is a pure electrolyte concentrate that contains no sugars, calories, or artificial ingredients. **elete** is an add-in that contains four essential electrolytes: magnesium, potassium, sodium, and chloride, so it can be used to make pure electrolyte water or to add electrolytes to any beverage.

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

**PGA Member Tested Comments:**

“I found **elete** to be one of those rare products that live up to their manufacturer's claims. It works, period,” Rick Meyer

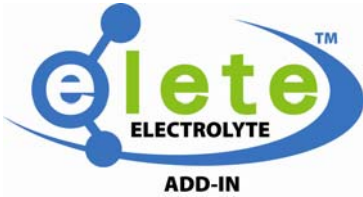
“I played three times in Florida heat and humidity that was over 90 degrees and 70%. Finished all rounds with no feelings of fatigue or heat exhaustion,” Warren Evensen

“The product is user friendly in the small plastic containers. I can carry it in my golf bag or in my bicycle bag, and add it to a drink while on the course or bike ride,” John Dalla Mura

“I used the product over multiple rounds in varying weather as to heat and humidity as well as during workouts. I did not experience any drop off in my energy level. I felt as good when I finished as when I started. I drank the mixture during my rounds and was surprised. Each time I used it I would say to myself, ‘I don’t know if it was the mixture or me, but it had the same results each time as to energy level and stamina,’” Sheldon Herold

“I have been recommending this product to golf friends. I am 66 years old, 6 foot 2 inches, 242 pounds (slightly overweight ), a GHIN of 13.3. My recommendation is that when I drink a bottle of the **elete** Electrolyte I never feel a loss of energy even when playing for the last 3 or 4 weeks in 90 plus degree heat. When I finish 18 holes I have the feeling, confidence and desire to go right out and play another 18 holes as long as I would have another bottle of **elete** Electrolyte to take with me,” Alex Wilson

“I am diabetic and this product did not elevate my blood sugar level. I did feel more energetic and not as tired after playing 18 holes,” Jerry Sudderth



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“I recommend this product because it satisfied my need for hydration during the hot days and kept me alert throughout my round of golf. I also found that I did not need to drink as much liquid to maintain hydration during the round.” – Keith Goodman

**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 Electrolyte 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](http://www.eletewater.com) or call 800.669.1297.