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**For Immediate Release**

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**News Release**

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elete Electrolyte Add-In Proud Product Sponsor of the Ogden Knights

OGDEN, UTAH (June 22, 2009)— **elete Electrolyte Add-In™** is proud to announce that it is a product sponsor of the Ogden Knights, a new, professional indoor football team based in Ogden, UT where **elete Electrolyte Add-In™** is manufactured.

In sponsoring the Knights, **elete** has provided the team with its all-natural electrolyte additive so that team players can stay hydrated both on and off of the field. The Ogden Knights have been using **elete Electrolyte Add-In** to keep team members hydrated with pure electrolyte water during practice games. Team members also received individual pocket bottles to conveniently add essential electrolytes to their preferred hydration in between team practices and games. **elete** also provided the Ogden Knights with water bottles and pocket bottles to distribute as prizes to the crowd during half-time.

“We’re very proud to be one of the sponsors for the Ogden Knights, Ogden’s new indoor football team,” said Val Anderson, director of sales and marketing for **elete**. “While we are pleased to sponsor numerous athletic events across the U.S., there is an affinity and special connection for us at **elete** when we sponsor local events, local athletes, and local teams. The Ogden Knights benefit as well by receiving a quality electrolyte add-in formula that supports hydration, muscle function, and performance without all of the sugars and additives that can prevent these stellar athletes from achieving their personal best during game time.”

Last November, Ogden’s Mayor, Matthew Godfrey, and Michael Mink, co-owner of the American Indoor Football Association (AIFA) announced the franchise and unveiled the team’s new name and look. The AIFA is a 16-team league established in 2006. American Indoor Football is played eight men to a side on a 50-yard field. Currently, sixteen teams participate in the AIFA, based in mid-sized markets in the eastern United States and the Rocky Mountains.

The next game scheduled for the Ogden Knights is Saturday, June 29, at the Golden Spike arena in Ogden against Utah Valley. For more information about the Ogden Knights, visit [www.OgdenKnights.com](http://www.OgdenKnights.com). To learn more about **elete**, visit [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 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.