



---

**For Immediate Release**

Contact: Karie Anderson  
**elete Electrolyte Add-In™**  
(800) 669-1297, ext. 313  
kariae@eletewater.com

**News Release**

---



**elete Electrolyte Add-In™ Receives Certification from Informed-Choice**

***elete Electrolyte Add-In The Only All-Natural Electrolyte Add-In to Receive Prestigious Certification: Informed-Choice Banned Substance Tested***

OGDEN, UTAH (January 8, 2010)— **elete Electrolyte Add-In™**, the original pure electrolyte concentrate with no sugars, calories, or artificial ingredients made by Mineral Resources International, Inc. ("MRI"), announced today that it has received certification from Informed-Choice that **elete** is free from substances that can cause athletes to test positive in anti-doping tests. This is an ongoing certification that will be supported by the testing of each manufacturing lot as well as random product testing found in the marketplace. Informed-Choice is an independent organization in the U.S. that specializes in the validation of nutritional products for athletes.

HFL, a U.K.-based anti-doping laboratory, conducted the testing for Informed-Choice on several lots of **elete** and found **elete** to be free from any of the banned substances delineated on the WADA (World Anti-Doping Association) Prohibited Substances list. HFL is the world's largest anti-doping laboratory that screen supplements using ISO 17025-accredited methods. The ISO 17025 method is the highest internationally recognized standard for testing banned substances including stimulants, narcotics, steroids, diuretics, beta-2 agonists, masking agents, and other substances in nutritional products. In addition to extensive product testing, MRI, the manufacturer of **elete**, underwent a thorough audit by Informed-Choice. MRI is a GMP (Good Manufacturing Practices)-registered facility with NSF International, the leading Good Manufacturing Practices certifying organization. As part of its GMP certification with NSF, MRI undergoes two annual facility audits.

"We are very pleased to receive this prestigious certification from Informed-Choice," said Val Anderson, Executive Vice-President and Director of Sales and Marketing for MRI. "**elete** is used



---

by top-level, elite athletes, including Olympic athletes from around the world some of whom hope to compete in the 2010 Vancouver Winter Olympics. This certification is further evidence again of MRI's and **elete**'s commitment and dedication to provide safe, natural, mineral supplements of the highest quality to professional and amateur athletes, coaches, and professional trainers. **elete** is the only pure liquid electrolyte add-in to have achieved this certification from Informed-Choice."

Sarah Kaufman, a professional cross-country mountain bike racer who is also a sales representative for **elete**, added the following, "Contamination of dietary supplements is a huge concern for professional athletes because there is a lot on the line for these individuals. Currently, there are not many companies that have received this type of certification. Speaking as a professional athlete, this certification helps to assure athletes of the safety and quality of their nutritional supplement."

**elete** is an add-in that contains four essential electrolytes: magnesium, potassium, sodium, and chloride, and can be used to make electrolyte water or to infuse any beverage with essential electrolytes to support hydration, muscle function, performance, and endurance. In a study published in the *Journal of Wilderness and Environmental Medicine*, **elete** has been clinically shown to provide more efficient hydration than plain water.

To learn more about **elete Electrolyte Add-In**, visit: [www.eletewater.com](http://www.eletewater.com).

To learn more about Informed-Choice, visit [www.informed-choice.org](http://www.informed-choice.org). Individuals can also download a PDF of Informed-Choice's "Athlete's Guide to Nutrition: Offering an Informed Choice" at <http://www.informed-choice.org/files/Guide%20to%20Nutrition.pdf>

---

#### About elete 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 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 an 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.