



For Immediate Release

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News Release

elete Sponsors More Than 100 Athletic Events and 20 Athletes

Retailers Can Help Sponsor Local Athletic Events with elete Electrolytes

OGDEN, UTAH (December 3, 2008)—**elete Electrolyte Add-In™**, the original pure electrolyte add in used by athletes to make pure electrolyte water or convert any drink into a sports drink, has sponsored more than 100 cycling, trail, endurance, 5K and 10K runs, marathons, and athletic events throughout the United States. In addition, **elete** is now a sponsor to more than 20 elite athletes including cyclists (road and mountain biking), desert racing teams, marathon runners, Olympian biathletes, professional tennis players, bass fishermen, an ultimate fighter, and an extreme endurance swimmer.

“We’re thrilled to provide support for athletic events throughout the U.S. by providing athletes who participate in these grueling events with electrolyte-fueled hydration to meet their hydration needs in addition to supporting performance, endurance, and muscle function. We hear, too, from event organizers that it makes a difference. In the case of one **elete**-sponsored extreme cycling event, **elete** was later informed that it was the first year that the medics, who normally work overtime at the event, didn’t receive one request for aid,” stated Val Anderson.

Anderson added, “We also want to get the word out to retailers that they can help sponsor athletic events and races in their area with samples from **elete** for use in race schwag or goody bags. This helps to increase store visibility and drive sales. It’s very simple: retailers log onto **elete**’s web site, fill out the athlete sponsorship form, and fax or e-mail it back. Once we approve the event, we’ll ship samples attached to cards the stores can use to personalize with their name, address, and contact information so athletes know where to go to purchase **elete**. ”

For retailers interested in event sponsorship, go directly to:
www.eletewater.com/sponsorships.html

About elete Pure Electrolyte Add-In™

elete Electrolyte Add-In™ (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 or call 800.669.1297.