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**For Immediate Release**

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**News Release**

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### Elete Electrolyte-Add In™ Achieves Kosher Certification

OGDEN, UTAH (April 25, 2007)— Elete, a division of Mineral Resources International, announces it has received Kosher certification for its liquid, electrolyte concentrate, **elete Electrolyte Add-In™**.

“We are pleased to receive Kosher certification for our liquid mineral supplements and ingredients,” said Corey Anderson, a Vice-President of MRI. “At MRI, we are dedicated to providing the highest quality electrolyte and mineral supplements. Kosher certification is further evidence of the high standards to which our mineral products are manufactured.”

“Even though **elete Electrolyte Add-In™** is Kosher certified, the seal will not show up on product labels for some time,” said Val Anderson, director of sales and marketing. “Consumers seeking verification of Kosher certification of **elete Electrolyte Add-In™** can e-mail us, and we will be happy to send them a PDF copy of the certificate.” Consumers can e-mail [info@eletewater.com](mailto:info@eletewater.com)

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**About elete™**

elete™ ([www.eletewater.com](http://www.eletewater.com)) is the latest cutting-edge innovation in electrolyte replacement. elete™ is the world’s first electrolyte add-in specially designed to replace electrolytes, maintain fluid balance, sustain endurance, and help prevent muscle cramps. 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. Tablytes, elete™’s latest product introduction, is a complete, balanced electrolyte replacement in tablet form. elete™’s location—nestled against the Rocky Mountain’s Wasatch Front—coupled with the large number of outdoor enthusiasts on staff served as the inspiration for the development of elete™ . For more information, visit [www.eletewater.com](http://www.eletewater.com) or call 800.669.1297.