



For Immediate Release

Contact: Karie Anderson
ELETE™
(800) 669-1297, ext. 385
kariea@elete™ water.com

News Release

elete™ Conducts Nationwide Sampling Campaign Through
Natural Products Retailers

Retailers Can Also Sponsor Athletic Events with elete™ product

OGDEN, UTAH (February 2, 2007)—**elete™** is conducting a nationwide campaign to distribute free samples of **elete™** Electrolyte Add-In, its liquid electrolyte concentrate, direct to consumers through natural products retailers.

“There has never been a better time than now for retailers to become acquainted with **elete™**,” said Val Anderson, director of sales and marketing for **elete™**. “We can provide retailers with samples of **elete™** Electrolyte Add-In for their customers to try as part of their strength and conditioning nutrition regimen or to support muscle function.”

“Sampling is just one of the many benefits **elete™** offers retailers,” added Anderson. “As the spring and summer approaches, retailers may be interested in event sponsorship opportunities in their local area, but might think they don’t have access to the resources to do so. Retailers should know that **elete™** can help make event sponsorship possible by supplying retailers with samples, aid-station support, and brochures, upon which retailers can stamp their contact information so that stores can sponsor events with product.”

elete™ contains a concentrated blend of essential electrolytes in liquid form. It can be added to water to make pure electrolyte water that still tastes like water. Pure fitness water made with **elete™** replenishes electrolytes without the extra sugar, calories, carbs, or artificial ingredients—colors, flavors, or preservatives—found in other electrolyte-replacement products. **elete™**, however, can be added to any beverage to make an instant electrolyte-replacement drink, and it is compatible with many gels. **elete™** rapidly replenishes the essential electrolytes magnesium, potassium, sodium, and chloride that are lost in sweat.

Electrolytes are found in every cell of the body; they regulate the delicate balance of fluid within cells and serve as messengers for the nervous system. Electrolyte deficiency or imbalance also influences muscle cramps in that low deficiency levels prevent muscles from relaxing after contracting, thus leading to cramps.



elete™ has distributed hundreds of thousands of samples to consumers over the last two years.

This offer applies to natural products retailers that carry **elete™** such as natural products stores, bicycle shops, and sporting-goods stores; distribution of samples and event sponsorship is at the discretion of **elete™**. To order **elete™** samples, call 800.669.1297 or e-mail your request to info@eletewater.com. To download an **elete™** sponsorship form go to: <http://www.eletewater.com/sponsorships.html>

About elete™

elete™ (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 or call 800.669.1297.