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**For Immediate Release**

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**News Release**

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elete Electrolyte Add-In™ A Proud Sponsor of 24 Hours in the Canyon

OGDEN, UTAH (May 29, 2007)— **elete Electrolyte Add-In™** is pleased to announce it will be one of the sponsors of 24 Hours in the Canyon on Saturday and Sunday, June 2 and 3<sup>rd</sup>, 2007 in Amarillo, TX. The company will be providing all riders with water-bottle-sized rip-packs of its concentrated liquid electrolyte add-in that delivers four essential electrolytes to support hydration, fuel performance, and aid muscle function and recovery.\* In addition, electrolyte water made with Elete Pure Add-In™ will be provided in all of the event's aid-station coolers.

"I became a firm believer in Elete Add-In™ the very first time I tried it," said Ryan Parnell, event director of 24 Hours in the Canyon. "I use it religiously in my six hour or longer rides, and it's made a huge difference—I haven't had a single problem with dehydration. For 24 Hours in the Canyon, I can't imagine not having **Elete Electrolyte Add-In™** available for all race participants. "

Twenty-four Hours in the Canyon is a three-fold event consisting of a team event, a family fun ride, and a silent auction. The team event begins Saturday, June 2 and will take place in rugged Palo Duro Canyon in Amarillo, TX. The family fun ride begins at 5 p.m. also in Palo Duro Canyon followed by dinner.

Proceeds from 24 Hours in the Canyon benefit Live Strong, the Lance Armstrong Foundation and the Don and Sybil Harrington Cancer Center.

For more information or to register, go to: <http://www.24hoursinthecanyon.org/>

\*These statements have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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**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.