



For Immediate Release

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

News Release

Elete Electrolyte Add-In™ to Provide Product Sponsorship for 32nd
Assault on Mt. Mitchell, Mt. Marion

OGDEN, UTAH (May 29, 2007)— **elete Electrolyte Add-In™** announces it is one of the proud sponsors of the 32nd Assault on Mt. Mitchell, an endurance road cycling event, June 11, 2007 in Burnsville, N.C. All riders will receive water-bottle-sized rip packs of elete Electrolyte Add-In™ to support hydration and muscle function during the arduous 102-mile course. In addition, elete water will be provided in all of the event's aid-station coolers.

“Every year, it seems we deal with dehydration and cramping issues the last twenty miles of the ride, and the course involves a continuous uphill climb,” said Eric Turner, technical support coordinator. “This year, the event was pushed back two weeks so it will be hotter than in years past. Due to the humidity and heat and the fact that we were dealing with enough dehydration issues last year, we are using elete Add-In in all of the aid-station coolers to make it readily accessible to all riders. “

The Assault on Mt. Mitchell is a 102-mile race that begins at 6:30 a.m. at the Spartanburg Memorial Auditorium. The course involves 11,000 feet of climbing mostly on Forest Service roads through rugged Mt. Mitchell State Park in Burnsville, N.C. Mt. Mitchell peaks at 6,684 feet and is the highest mountain east of the Mississippi River.

To learn more about the 32nd Assault on Mt. Mitchell, go to:
<http://freewheelers.info/assault.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.