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**For Immediate Release**

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**News Release**

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elete Electrolyte Add-In™, Proud Sponsor of Get Your Guts in Gear,  
The Ride for Crohn's and Colitis

OGDEN, UTAH (May 29, 2007)— **elete Electrolyte Add-In™** is pleased to announce it is one of the proud sponsors of Get Your Guts in Gear (GYGIG)—The Ride for Crohn's and Colitis, June 8-10, 2007 beginning in New York City, and will provide samples and pocket bottles of its concentrated liquid electrolyte product, which all of the event riders will receive.

“As one of the electrolyte-replacement product sponsors, Elete Add-In™ is important to our event,” said Judith Pacitti, ride director and event organizer of GYGIG. “Many people with Crohn's and colitis—even people I know who don't have one of these diseases— simply can't tolerate some of the electrolyte replacement beverages with sugar. It's important, therefore, to have an electrolyte-replacement product without sugar for our event riders.”

Get Your Guts in Gear is a charitable organization that produces three U.S. ride events in Texas, New York, and Seattle. The New York ride begins Friday, June 8 in New York City. The bike route will travel along the Hudson River Valley and will end on Sunday, June 10 in Saratoga Springs, New York. Riders will average 70 miles each day and will make two overnight camping stops.

Get Your Guts in Gear raises funds for its own mission as well as for the benefit of other worthy organizations dedicated to raising awareness of inflammatory bowel disease (IBD), to patient support, and to funding research to find a cure.

To learn more about Get Your Guts in Gear or to make a donation, go to:

<http://www.ibdride.org/index.asp>

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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.