



For Immediate Release

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News Release

elete Electrolyte Add-In™ Proudly Supports 13th Annual ABC 7 Jim Gibbons 5K Run, 3K Walk, and Survivors' Strut

OGDEN, UTAH (June 4, 2007)— **elete Electrolyte Add-In™** is pleased to announce it is one of the proud sponsors of the 13th Annual ABC 7 Jim Gibbons 5K run, 3K walk, and Survivors' Strut along Chicago's lakefront Thursday, June 21st. Elete will be providing each race participant with a rip-pack sample of its concentrated, liquid electrolyte add-in.

"We're pleased to include elete's donation of its electrolyte concentrate to participant goodie bags this year," said Brad Joutras, race director and the Leukemia Research Foundation's (LRF) manager of special events.

"Just as electrolytes are an important building block to the function of the human body, the research funded by the LRF is critical to finding a cure for leukemia, lymphoma, and other cancers of the blood. There is symmetry in how elete and the LRF support people in need," Joutras said.

The event begins at 6:25 p.m. at Upper Hutchinson Field at Columbus Drive and Balbo in Chicago's Grant Park. The race is named in honor of the late Jim Gibbons, an investigative reporter for ABC 7 in Chicago, Ill. who succumbed to leukemia in 1994.

The event benefits the Leukemia Research Foundation. "Proceeds from the event will fund research into the cause and cure of leukemia, lymphoma, and myelodysplastic syndrome," Joutras added.

To learn more about the Leukemia Research Foundation or to learn how you can make a donation, go to: <http://www.leukemia-research.org/>

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.