



For Immediate Release

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News Release

elete™ Electrolytes Sponsors 2007 Tri-Utah Multisport Race Series

OGDEN, UTAH (April 4, 2007)— **elete™ Electrolyte Add-In** is pleased to announce that it will be one of the sponsors of TriUtah, an eight-event multisport racing series that takes place April 2007 to October 2007 in Utah.

“It’s a priority of TriUtah to support and work with local companies producing product that can specifically benefit endurance athletes of any level. Each year we seek three main sponsorship partners to provide an energy gel, energy bar, and electrolyte-replacement drink. The past two seasons it has been a pleasure working with elete™ providing an easy to use and versatile electrolyte replacement drink benefiting all triathletes. Because elete™ is a local company, the same product provided at TriUtah events is available for athletes to use and train with all year long. Thank you elete™!” stated John Anderson, co-owner and race director of TriUtah.

elete™ electrolytes will provide pure electrolyte water and **elete™**-powered custom sports drink with half the sugar of typical sports drinks at all of the TriUtah event aid stations. In addition, **elete™** electrolytes will also provide samples of its liquid, electrolyte add-in to race participants.

The TriUtah series kicks off April 14, 2007 with the Buffalo Duathlon, which takes place at Utah’s Antelope Island State Park. Participants can compete in either a 20k-bike/5k run or the 40k bike/10k run.

“The TriUtah series is one of the leading triathlon series in the U.S. now going on nine years strong, and it’s easy to see why,” stated Val Anderson of **elete™**. “Participants compete in several of Utah’s most beautiful and renowned outdoor settings with athletes who have traveled from several states and countries to compete. We, at **elete™**, are proud to be one of the sponsors of the TriUtah series and feel that our products are an excellent fit for endurance athletes who compete in events such as these.”

TriUtah continues throughout the summer and fall of 2007 with—to name just a few of the season’s events—the Women’s Triathlon in Bountiful, UT; the Cache Valley Classic Triathlon in Hyrum, UT; the Jordanelle Triathlon, named a championship event by the USA Triathlon (USAT) in Park City, UT; the Ogden Valley Triathlon in Huntsville, UT; and the Escape-to-Lake-Powell-Triathlon in southern Utah.

Information and registration is available at the event’s web site, www.triutah.com.



About elete™ Pure Electrolyte Add-In

elete™ (www.eletewater.com) is the latest cutting-edge innovation in electrolyte replacement. elete™ 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™ 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.