



For Immediate Release

Contact: Karie Anderson

ELETE

(800) 669-1297, ext. 385

kariae@eletewater.com

News Release

Hydration Redefined: Pure Electrolyte Water vs. Sports Punch *Are Refined Sugars, Artificial Ingredients Necessary or Even Beneficial to Athletic Performance?*

OGDEN, UTAH (**April 9, 2007**)— As temperatures heat up the athletic season, it is important to be aware of the need to stay hydrated and replace electrolytes. However, before you reach for a sports drink—those beverages designed to support hydration and replace the electrolytes or essential minerals lost in sweat—be aware that some sports drinks or sports punch can provide as much or more calories from highly refined sugar as Kool-Aid®. In addition, some sports drinks contain artificial ingredients such as artificial colors, flavors, and sweeteners.

Marketers of big sports drinks have promoted for some time the idea that highly refined sugars help promote hydration and energy during sports activity. But do athletes and fitness-minded individuals benefit from beverages with the same amount or more of sugar as is found in Kool-Aid®? Further, many sports drinks contain sugars that are even more highly refined than table sugar.

Even fitness beverages promoted as water are flavored punch drinks that contain sugars and artificial sweeteners.

Those who are counting the consumption and burn of calories often find that the calories and artificial ingredients of sports punch are working against their fitness and health goals. Others who have a need for a high amount of fluid consumption in order to stay hydrated due to lengthy endurance events or periods of working in the heat often find that the effects of consuming such large amounts of highly refined sugars can turn them off of drinking sports punch before their hydration needs are met. This is understandable when one considers that one gallon of popular sports punch can provide the equivalent of or more than *two full cups of sugar*.

Below are some comparisons pulled from the Nutrition Facts or Supplement Facts panel of various sports drink products and **elete™ Pure Electrolyte Add-In**. The carb content of these drinks have been extrapolated to the sugar equivalent typically found in one Tootsie Roll® candy. All comparisons are based on an extrapolated 16 oz. mixed serving size:

- **Gatorade® Fierce** Grape flavor contained 100 calories and 28 grams of carbs—the equivalent of 13 Tootsie Rolls®. The types of sweeteners listed on the label

ELETE - 1990 West 3300 South, Ogden, UT 84401 - (800) 669-1297 - www.eletewater.com



were sucrose syrup and high fructose corn syrup. Further, it contained artificial flavors and colors and didn't provide magnesium, an essential electrolyte that participates in energy production and conversion.

- **Powerade™ Grape** contained 120 calories and 34 grams of carbs or the equivalent of 16 Tootsie Rolls®. The types of sweeteners listed on the label were high fructose corn syrup and maltodextrin. Powerade™ contained artificial flavors and colors and did not provide magnesium.
- **Accelerade™ Orange** contained 160 calories, 28 grams of carbs—the equivalent of 13 Tootsie Rolls®. Sweeteners listed were sucrose, trehalose, fructose, and maltodextrin. It contained artificial colors.
- **Endurox R4® Fruit Punch** contained 360 calories, 69 grams of carbs—the equivalent of 33 Tootsie Rolls®. Sweeteners listed were dextrose, fructose, and sucrose. It contained artificial colors.
- **Propel® Fitness Water Berry** contained 20 calories, 6 grams of carbs—the equivalent of 3 Tootsie Rolls®. Sweeteners listed were sucrose syrup, sucralose, and acesulfame potassium. It did not claim magnesium.
- Pre-Sweetened **Kool-Aid® Grape**, by comparison, contained 120 calories or 32 grams of carbs—the equivalent of 15 Tootsie Rolls®. Kool-Aid® listed sugar and fructose as the types of sweetener used.
- **Pure electrolyte water** made with **elete™ Electrolyte Add-In** contained 0 calories, 0 grams of carbs—the equivalent of 0 Tootsie Rolls®. elete™ electrolyte water contained no sweeteners or artificial ingredients and supplies magnesium.

“What this comparison illustrates is that consumers may get less of what they truly need—that is, electrolytes—and more of what they don't need—highly refined sugars and artificial ingredients,” said Val Anderson of **elete™**.

Anderson also added, “**elete™ Electrolyte Add-In** provides nutritionally significant levels of the essential electrolytes magnesium, potassium, sodium, and chloride without the sugar and artificial ingredients that can cause stomach distress. **elete™ Electrolyte Add-In** makes pure electrolyte water that tastes like water. People can also use **elete™ Electrolyte Add-In** to turn any drink into a sports drink and customize the amount of sugar to suit their palate and digestive tolerance level. **elete™ Electrolyte Add-In** won't pinch people's budget either—a 24.6 ml pocket bottle retails for \$4.95 and makes 2.5 gallons of real fitness water.”

To read elete™ athlete testimonials, go to:

http://www.eletewater.com/testimonials_athlete.html

ELETE - 1990 West 3300 South, Ogden, UT 84401 - (800) 669-1297 - www.eletewater.com



*All data based on per 16 fl oz. mixed according to directions or provided ready to consume.

Tootsie Roll[®] is a registered trademark of Tootsie Roll Industries, Inc.; Gatorade[®], a registered trademark of Stokely-Van Camp, Inc.; Powerade[™], a registered trademark of Coca-Cola; Accelerade[™], a registered trademark of Mott's LLP Snapple Beverage Corp, Nantucket All Serve Inc.; Endurox[®], a registered trademark of Mott's LLP Snapple Beverage Corp, Nantucket All Serve Inc.; Propel[®] Fitness Water, a registered trademark of Stokely-Van Camp, Inc.; Kool-Aid[®], a registered trademark of Kraft Foods Holdings, Inc.

About ELETE

ELETE is the latest cutting-edge innovation in electrolyte replacement. ELETE is the world's first electrolyte add-in specially designed to replace electrolytes, maintain fluid balance, sustain endurance, and help prevent muscle cramps. ELETE contains no calories, no sweeteners, no flavorings, no nasty stuff that can get in the way of optimal performance. Because ELETE is a pure electrolyte add-in, it can be used to make pure electrolyte water. Tablytes, ELETE's latest product introduction, is a complete, balanced electrolyte replacement in tablet form. ELETE's location—nestled against the Rocky Mountain's Wasatch Front—and the large amount of outdoor enthusiasts on staff served as the inspiration for the development of ELETE. For more information, visit www.eletewater.com or call 800.669.1297.